

THE WORLD'S FIRST AIR CARGO MAGAZINE—NOW IN ITS 17th YEAR

AIR TRANSPORTATION

APRIL • 1959

The Air Magazine For The Modern Shipper

Vol. 34, No. 4

IN THIS ISSUE . . .

More Cargo Ton-Miles
Than Passenger Ton-
Miles By 1970

Delta Lends the Puzzled
Shipper a Hand

Flown Fresh, Sold Fresh

We Need More Airlift

KLM SLASHES AIR CARGO CHARTER RATES to 26¢ PER LB.* U.S.A. TO WESTERN EUROPE



KLM has reduced its air cargo charter rates to as little as 26 cents per pound on a planeload basis. This represents the lowest per pound shipping cost in our history! For you, it offers the opportunity of greater savings coupled with KLM's outstanding service record as an air cargo carrier.

*On a planeload basis.

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(when available due
to empty-leg flights)

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KLM Royal Dutch Airlines, 430 Park Ave., New York 22, N. Y.





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DOUBLES
ITS SERVICE
 TO COVER MORE
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...REDUCES 1400 RATES!

The new AEI tariff just effective provides an unprecedented **increase of 121% in service** while achieving drastic rate reductions. Some outstanding features of AEI service under the new tariff, are:

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- Tariff now lists direct service to 354 destinations, more than are served from the U. S. by any other carrier.
- Fastest service available. No other carrier can match AEI for unlimited capacity, for flight frequency, for ability to move your airfreight on the first available flight — including the new jets — of **any** airline.
- Complete world-wide coverage includes personalized service for even the smallest shipper, the fullest facilities for all documentation and customs clearance.

Above summary of increased service and reduced rates are for transatlantic destinations. However, equally important improvements in service at lower rates will shortly be in effect for Latin-American and transpacific points. So, wherever you ship, you'll save time and money via AEI. Why not call AEI for information or super-service today!



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Address

City Zone State

She left New York this morning...



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Arriving San Francisco tonight. She'll be in Tokyo in 36 hours



Provided, that is, that you've shipped it on BOAC's new service to the Orient. The first jet-prop Britannia on this new* route leaves New York on April 1st.

First great advantage the new jet service gives you is that your cargo clears customs in New York! It is bonded right through to its destination. There are *no* additional customs inspections en route. (Cargo loaded at San Francisco or Honolulu is, of course, cleared through customs in these cities.)

Second advantage is that your cargo remains on the *same* plane all along the route; right from New York, through San Francisco, Honolulu, and Tokyo, to Hong Kong. At no point is your cargo disturbed, off-loaded, or transhipped, before it reaches its destination.

The announcement of the new BOAC jet service from New York, through San Francisco, to the Orient will doubtless have many importers, exporters and shippers wondering *how* they can best take

advantage of it. If you would like to receive full, detailed, factual information about this new service, or any other aspect of BOAC world-wide Air Cargo Service, please send in the coupon below.

**Effective April 1st subject to Government approval.*

B·O·A·C TAKES GOOD CARE OF YOUR CARGO
British Overseas Airways Corporation

Cargo Information Officer
530 Fifth Avenue, New York 36, N. Y. MU 7-8900

Please send full information on BOAC Air Cargo Services to:

Name

Company

Street

City Zone State

From The Readers

Your publication is very helpful in our traffic department.

D. Reginald Tibbetts
Chief Engineer
Cyclotron Specialties Co.
Moraga, Calif.

Very informative and useful publication.

R. F. Brambley
Traffic Coordinator
Kwikset Division, AHC
Anaheim, Calif.

... The issues of *Air Transportation* are very interesting.

C. L. Turner
Traffic Manager
Caterpillar Tractor Co.
Joliet, Ill.

It is always a pleasure to read your air cargo magazine. To the layman the subject can be awfully dry, but not the way you present it.

P. Loveridge
Manchester, England

Air Transportation is of great help in keeping SAF up to date on what's going on in foreign and domestic air transportation.

John H. Walker
Executive Secretary
Society of American Florists
Washington, D. C.

Air Transportation is an interesting and instructive publication.

C. P. Roscoe
Supervisor of Transportation
Pratt & Whitney Aircraft Div., UAC
East Hartford, Conn.

... Very good reading.

Ernest Lovison
Traffic Manager
The Abbott Ball Co.
West Hartford, Conn.

We find your magazine both interesting and informative.

J. E. Wathen
Traffic Manager
American National Growers Corp.
Fort Pierce, Fla.

Very informative and interesting magazine.

C. J. Beaver
Traffic Manager
Ford Motor Co.
Richmond, Calif.

Your magazine is good. It keeps me up to date on the present and future of air transportation.

Julius Gebhard
Traffic Manager
Otis Elevator Co.
San Francisco, Calif.

Your good publication has been helpful.
Julian Carash
President
California Engine Products Co.
Oakland, Calif.

Air Transportation is helpful and full of information.

Julius H. Gerth
Traffic Manager
Paul F. Beich Co.
Bloomington, Ill.

... Very informative magazine.

A. M. Romsos
Manager
Global Air Cargo
San Francisco, Calif.

Your magazine has been very helpful...

Sherwin Williams Co.
Allen K. Penttila
Traffic Manager
Oakland, Calif.

Let me congratulate you on the article, *Why Animal Shippers Turn Gray*, written by our old friend, Alton Freeman... I am sure that the 10 suggestions for handling animals offered by Mr. Freeman will be of great interest to our cargo personnel. Dissemination of this information should ultimately result in better handling of live cargo.

Edward J. Preston
Supt. of Cargo Sales
Eastern Division
Delta Air Lines
Atlanta, Georgia

By far yours is the most informative publication on aviation activities.

K. Paul Thorpe
President
Western States Cartage Co.
Anaheim, Calif.

I have learned more about air shipping from your magazine than from any other publication. It is a pleasure to read.

Charles Reddenberg
Jamaica, N. Y.

We like your magazine very much.

Frank Kirwan
General Traffic Manager
Eureka Williams Corp.
Bloomington, Ill.

I want to compliment you on running the article, *Why We Switched to Air Distribution*, in your recent issue. Mr. Rubenstein's article hit the mark.

George Feldman
New York, N. Y.

We like your publication...

D. J. Falotico
Traffic Manager
Terry Steam Turbine Co.
Hartford, Conn.

I have found much worthwhile reading in *Air Transportation*.

William R. Humphrey
Traffic Manager
The Kaman Aircraft Corp.
Bloomfield, Conn.



From FREIGHT NEWS U. K. Editorial Associate of *Air Transportation*

Except for a few short-lived dull patches, chartering activity on the international exchange centered on the Baltic has been at a good pace. New inquiry has perhaps been a little less intense than at the time of last reporting, but nevertheless fixtures have been plentiful and airbrokers fully occupied.

To some extent the state of forward availability has clarified itself. Of course, it is impossible to forecast conditions in this respect accurately, but assuming no violent changes take place in demand and carefully applying past experience to current trends can provide a reasonably reliable picture of what sort of availability may be expected. The result of such an assessment indicates a good general state of availability; numerous opportunities on certain routes for one-way fixtures; and, probably, a wider selection of aircraft types ready to undertake *ad hoc* assignments.

The business currently in circulation is varied in nature. If anything, fewer cargo inquiries are being worked now than was the case a month ago; and an analysis of the fixture lists produces a similar answer as regards firm business concluded.

In spite of this, one or two sizeable contracts have been reported and, it is to be noted, *Yorks* figure prominently. *Viscount* aircraft are a relatively new feature of charter market fixture lists, but one or two have been reported of late, notably an outward trip, London/North America, followed by a homeward trip three weeks later, with a 2,650-kilos load in each case.

One of the three main airbroking firms in London, James Burness (Travel) Ltd., has made a practice of providing an analysis of destinations and types of business in its market review. That covering the earlier part of the period dealt with here states that cargo inquiry was 30% of the total inquiry in circulation and cargo fixtures represented 14% of the firm business concluded.

At this time of year passenger charterers' requirements are operators' main preoccupation. This side of the chartering picture is rarely touched upon in this report, but it cannot be ignored owing to the effect it has on cargo chartering. This year, it seems, although the position in this respect remains as previously, cargo charterers may expect rates to be more favorable and operators generally speaking more accommodating. The fact is, passenger charterers have wherever possible entered the market early and, even though there has been no noticeable diminution in their requirements, operators appear to have more uncommitted flying time to offer.

The following is a representative selection of cargo-only fixtures reported in
(Concluded on Page 33)

AIR TRANSPORTATION

The World's First Air Cargo Magazine
Established October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

Subscription rate for United States and Territories, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.00 per copy.

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Major Drug Producer Hits New IATA Commodity Rate

One of this country's most important manufacturers of drugs and vaccines has protested the International Air Transport Association's new rate and minimum weight requirement affecting export air shipments of that industry. Several new commodity rates and minimum weights, as well as general rates, on transatlantic cargo, become effective May 1. The lower specific commodity rates mostly favor westbound shipments (*March, 1959 AT; Page 6*).

A responsible executive of the drug firm termed the new rate and minimum weight prejudicial and discriminatory. He has asked the transatlantic air carriers to take action towards removing what he believes are an unfair rate and weight for the movement of drugs and medicines before the effective date.

It was pointed out by the executive that less than a year ago his firm, along with other drug and pharmaceutical shippers, contributed information to a survey designed to estimate the increased tonnage the airlines could expect if rates were made more attractive. He was amazed, therefore, to read in an airline's cargo advertisement in a daily newspaper that various commodities had received more attractive rates and minimum weights, whereas a higher rate of 40¢ per pound, with a minimum weight of 550 pounds, applied to chemicals, drugs, pharmaceuticals, and resins. The 100-pound commodity rate on the latter description is 55¢.

He termed the reduced rates "a step in the right direction," but lashed out at the levels for his industry's products as discriminatory, without a basis for their having been set. The executive contended that shippers of heavier commodities, such as automobile parts and business machines,

(Continued on Page 33)

New Receiving Terminal In New York for Sabena

Sabena Belgian World Airlines has opened a downtown New York cargo receiving terminal, in the heart of the shipping area. It was established for the convenience of shippers, freight forwarders, and cargo sales agents, Andrew A. Burns, general sales manager-North America, said.

Alex Igyarto, regional cargo sales manager, heads this cargo office located at 227 Water Street. The facilities feature a loading and receiving docks, storage space, and are equipped to handle bulky shipments.

AFFA to Give Lipscomb 1959 Air Cargo Award

The Air Freight Forwarders Association will honor Willis G. Lipscomb, vice president-traffic and sales, of Pan American World Airways, as the Air Cargo Man of the Year, when it holds its annual banquet this month. The AFFA affair will be held at the Waldorf Astoria Hotel in New York on April 10.

Lipscomb will receive a handsome plaque, suitably engraved. The award, announced at last year's AFFA banquet, is being made for the first time this year (*February, 1958 AT; Page 6*). Cost of the plaque has been underwritten by *Air Transportation*.

The magazine, it was made clear, originally proposed the award and agreed to absorb its cost. It does not have any voice in the AFFA nominating and voting procedures.

Although this is the forwarder organization's 1959 award, a spokesman emphasized that it is not being given to the Pan Am executive for his air-cargo activities this year or last. He said:

"Mr. Lipscomb has been voted the top man this year for his cumulative services and contributions to the air-shipping industry—a record of effort and achievement over a period of time."

It was learned by *Air Transportation* that six domestic and international airline executives, including several representing foreign carriers, had won nominations in the beginning. No limit was placed on the number of nominations, and there were several polls aimed at eliminating the back runners. Closest contenders behind Lipscomb were two executives, one representing a foreign carrier, and the other associated with a domestic carrier.

While at this writing the program of the speakers portion of the AFFA function was incomplete, it was known that the two principal addresses of the evening will be delivered by Congressman Emanuel Celler and Dirk J. Koeleman, vice president and general manager in the United States for KLM Royal Dutch Airlines. On the dais will be a representation



Koeleman
One of speakers



Lipscomb
Award winner

Transatlantic Air Traffic To Be Aided by Cable

The International Civil Aviation Organization announced that a new transatlantic cable will be laid from Newfoundland to Scotland. It is primarily designed to improve communications for air traffic control and other aviation purposes. There is full expectation that the cable, when put into operation in 1961, will eliminate many of the radio communication problems that have resulted in serious flight delays. Existing high-frequency radio teletype circuits in the area are subject to the frequent radio blackouts characteristic of subarctic latitudes by the Aurora Borealis.

Stretching from Corner Brook, Newfoundland, via Frederiksdaal, Greenland and Vestmannaeyjar, Iceland, to Gairloch, Scotland, the system will provide one speech channel and four duplex teletypewriter channels between Europe and America. Of significant importance is that air traffic controllers on both sides of the ocean will be enabled to speak directly to one another by merely lifting a telephone receiver.

Financing the project are Belgium, Canada, Denmark, France, Federal Republic of Germany, Iceland, Israel, Italy, the Netherlands, Norway, Sweden, Switzerland, the United Kingdom, and the United States.

Pan Am DC-4 Freighters In Transpacific Service

Transpacific all-cargo service across the Pacific has been inaugurated by Pan American World Airways. It is utilizing DC-4 equipment with a payload of 15,000 pounds.

A weekly flight departs from San Francisco every Saturday at 11 a.m. flying to Manila via Honolulu and Guam. Return flight is on Wednesday at 7 a.m.

Pan Am said that another transpacific cargo run will be opened between San Francisco and Tokyo, likewise on a one-a-week basis. In this service passenger-cargo aircraft will be flown; however, between Honolulu and Tokyo, and between Tokyo and San Francisco (return flight), passenger space will be determined by the volume of freight aboard the plane. Departures from San Francisco are set for Tuesday at 10 a.m., and leave Tokyo on Thursday at 9 p.m.

of top executives of domestic and international air carriers, civic figures, AFFA officers, and John F. Budd, publisher of *Air Transportation*, who was requested to make the first presentation of the AFFA Air Cargo Man of the Year Award.



TOP SPEED FOR CARGO

Sabena cargo travels fast on non-stop passenger flights from New York to Europe, the Middle East and Africa. Up to 5 tons of cargo daily is welcome!

Sabena transatlantic cargo service is supplemented by a large fleet of express cargo planes, which rush shipments to 105 destinations in Europe, Africa and the Middle East without delay!

For speed...safe handling...economy...specify

SABENA



BELGIAN *World* AIRLINES

Air France Flies Lederle Tetracycline to Istanbul!



On March 26, 1959, Cyanamid International's Lederle Laboratories received an order from Istanbul for intramuscular tetracycline, one of the most widely used antibiotics. Precious flasks of the lifesaving drug were quickly prepared for shipment and turned over to Air France. Hours later the antibiotic was in Turkey and on its way to pharmacists throughout the country to fill doctors' prescriptions.

Dramatic? Yes! But not unusual. By flying their products overseas on Air France, Cyanamid keeps them fresh and potent, saves warehousing and other expenses. If you want fast, efficient cargo service to almost any destination around the world, always specify Air France, the world's largest airline. Air France flies cargo to more cities in more countries than any other airline.

AIR FRANCE

WORLD'S LARGEST AIRLINE

PAGE 8—AIR TRANSPORTATION—Air Commerce

SERVICES

DOMESTIC

TWA JET SERVICE

Trans World Airlines last month introduced Boeing 707 jet service between San Francisco and New York. San Francisco-New York flying time in a 707 is 4:40 hours; New York-San Francisco, 5:45 hours.

ELECTRA SERVICES

American Airlines has increased its *Electra* propjet service between New York and Detroit to five daily nonstop flights in each direction. Detroit-New York flight time is 1:35 hours; westbound, a little slower.

Eastern Air Lines has introduced *Electra* service between Newark and Miami; and between Pittsburgh and St. Petersburg, Clearwater and Miami.

TRANSATLANTIC

MONTREAL NEW SAS GATEWAY

This month Scandinavian Airlines System will open direct service between Canada and Denmark. With Montreal as the gateway—SAS' fourth in North America—DC-7C flights start on a one-a-week basis (Thursdays). Eastbound flight time is 13 hours.

ICELANDIC TO LUXEMBOURG

Starting May 1, Icelandic Airlines will inaugurate a Friday flight between New York and Luxembourg, via Reykjavik and Glasgow.

LATIN AMERICAN

NEW TSA SERVICE

TSA-Transcontinental has added twice-weekly *Super-H Constellation* service to its thrice-weekly C-46 runs on the Buenos Aires-Bariloche route in Argentina. The *Super-Hs* cut 1:25 hours off the normal flight time of 4:40 hours.

INTRAEUROPE

IRISH TO BLACKPOOL

Irish Air Lines will inaugurate scheduled operations between Dublin and Blackpool, England. Operated jointly with Silver City Airways, the service, starting May 15, will be twice weekly until June 1, then double the flight frequency until September 30.

AUSTRALIA

EWA FRIENDSHIPS

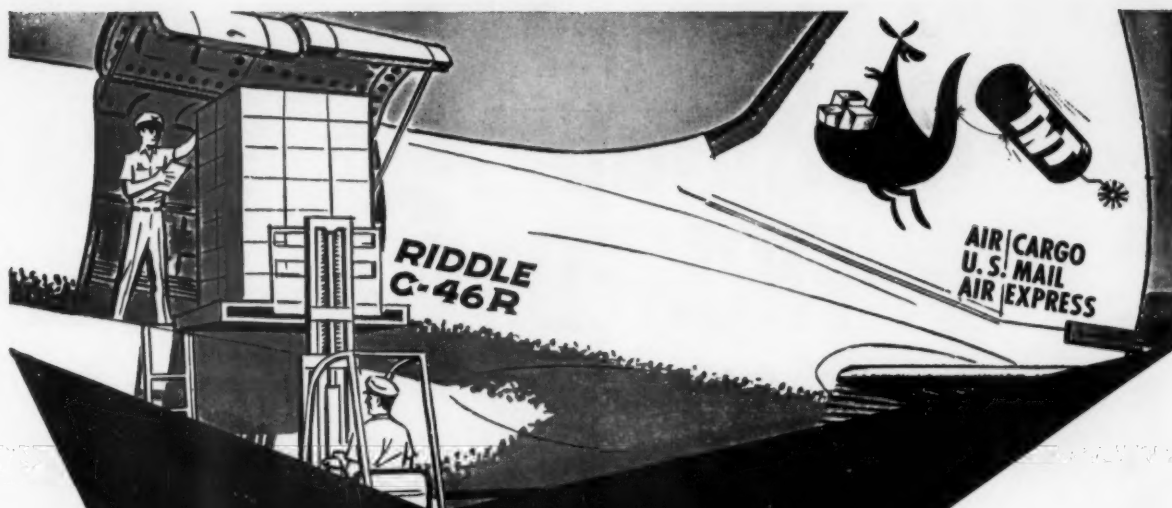
East-West Airlines, of Tamworth, N. S. W., Australia, will introduce its first Fokker *Friendship* in June. The airline is planning to purchase a second *Friendship* next year. EWA currently operates a fleet of DC-3s.

AIRPORTS

BANGKOK CUSTOMS FACILITIES

Modern customs facilities were inaugurated at Bangkok Airport last month. Emphasis is being placed on speedy customs clearance, this having been effected by Charan Saranaga, director of the Im-

(Continued on Page 10)



*Reach for the Sky
with Riddle!*

How the **SWITCH** to **RIDDLE** **Saves Money!**

The switch to Riddle Air Cargo pays off where it counts . . . in dollars and cents.

Take crating. It costs money three ways—in materials, in man-hours, and in excess shipping weight. Ship RIDDLE and crating is unnecessary. Expert loading and cargo handling protect even the most fragile shipments.

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*Nation's Largest
North-South
All-Cargo
Airline*

Couple these basic air cargo advantages with the all-cargo priority handling RIDDLE AIRLINES offers, and you'll know why more and more progressive shippers have made the SWITCH TO RIDDLE!



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U.S. Scheduled Air Cargo Route 109 and 120 WORLD-WIDE INTERLINE CONNECTIONS

APRIL 1959—PAGE 9

BOOKINGS CONFIRMED IMMEDIATELY ...ALL THE WAY!

Europe, Africa, the Middle and Far East — wherever your air freight is booked, Alitalia will protect space for your shipments through to destinations. On-line or off-line, transit times are reduced and deliveries are made on time **12 months a year**. Alitalia is aware of the importance of good service to its air freight customers the year 'round. No costly disappointments in critical seasons!

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AIRLINES



Contact your freight forwarder or local Alitalia office.
Or write Alitalia Airfreight, 666 Fifth Avenue, New York, N. Y.

port Inspection Division. The airport customs area contains two large concrete warehouses which "boast security, architecture, and planning unexcelled even in the largest trade centers of the world." Processing of clearances take place in a structure adjacent to the warehouses. The second floor of that building is occupied by airline offices. The customs area, it is reported, is compact and planned for the processing speed needed to match the speed of air movement.

INTERLINE

TCA-AEROFLOT

Trans-Canada Air Lines and Aeroflot, Russia's national airline, have entered into an interline agreement covering passengers, baggage, and cargo. Negotiations began in September, 1957. TCA now has a total of 170 such pacts.

NEW OFFICES

AIR-INDIA

Los Angeles—543 S. Olive St. Phone: MAdison 6-6834. Manager: J. Hundal.

HANDLING - PACKING

NEW NWA CARGO FACILITY

A new \$20,000 cargo-loading facility at Midway Airport, Chicago, has been completed by Northwest Orient Airlines. In contrast to the old cargo setup which required one truck loading at a time in an unsheltered area, the new facility provides:

All-weather dock where two semi-trailers can load and unload simultaneously.

New cargo storage space.

Planned circulation of freight traffic.

New office space.

Overhead electric doors for speedy loading on both the airport and street sides of the structure.

FOME-COR CORP. FORMED

Two major firms, the St. Regis Paper Co. and the Monsanto Chemical Co., have jointly formed a new company, Fome-Cor Corp., which will manufacture and market a foamed plastic and paper "sandwich" packing material. Temporary headquarters are at Springfield, Mass., which is headquarters of Monsanto's Plastics Division.

Fome-Cor, as the new product is called, consists of foamed plastic and paper laminated by a continuous process into a new and versatile material which retains high compression strength under severe moisture conditions, provides good insulation and cushioning properties, and is light in weight.

IATA

DETAILS ON CARGO STATIONS

A special seven-man working group of the International Air Transport Association has compiled a comprehensive list of the world's air cargo stations, with shipping and customs data for each. The new directory lists, for each city and (Continued on Page 12)



Tuesday and Friday are all-cargo days on Swissair. That's when our big, roomy DC-6A cargo liners take off from New York and fly straight to Europe non-stop. Immediate connections speed your shipment to final destination anywhere in Europe, the Near and Middle East and beyond.

Of course, Tuesdays and Fridays aren't the *only* days Swissair carries cargo. You can ship on Swissair *any* day in the week on our regular daily service flights out of New York.

And remember, careful precision and close attention to detail are part of the Swiss heritage. To put it in a word: SWISS-CARE. Meaning your freight will be handled as *you* would handle it yourself—with special care. Remind your freight forwarder or call Swissair.

SWISSCARE SWISSAIR

OFFICES IN NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • CLEVELAND • PHILADELPHIA • ATLANTA • DALLAS • WASHINGTON • TORONTO

APRIL 1959—PAGE 11



Why ship cargo from San Francisco to London on the Australian airline?

Of course you'd choose Qantas for shipments to Sydney. After all, it's as Australian as koalas and kangaroos.

But London...? Somehow the idea just doesn't make sense—until you consider this:

Of all airlines, Qantas is the one that flies both east and west around the world, straight across the United States. Which means you ship direct... with no transfers, no costly delays. And everywhere your cargo goes, a curiously Australian sense of duty goes right along.

Next time, ship Qantas. (And for the time of your life, why not ship yourself, too!)



QANTAS

Australia's round-the-world luxury line

Fast, frequent cargo flights all around the world... in either direction, east or west. And soon Qantas will speed your shipments even faster in mighty 707 jets! For high-speed service, just call the Qantas office in New York, San Francisco, Los Angeles, Honolulu or Vancouver. Or contact BOAC, general sales agents for Qantas, in New York, Chicago, Washington, Boston, Detroit, Miami, Dallas, Philadelphia, Winnipeg, Montreal, Toronto.

PAGE 12—AIR TRANSPORTATION—Air Commerce

town to which direct air cargo services are available, the following information:

- ▶ IATA carriers providing cargo service.
- ▶ Maximum size and weight of shipments acceptable without advance arrangements.
- ▶ Conditions of acceptance of unusual shipments (live animals, perishables, etc.).
- ▶ Customs clearance facilities.
- ▶ Documentary requirements.
- ▶ Availability of all-cargo services.
- ▶ Stations at which IATA carriers will accept COD and Charges Collect shipments.

GROUND SERVICES

FTL SIGNS 33 TRUCK PACTS

Agreements with what is described as 33 of "the nation's leading regional motor truck carriers" have been signed by the Flying Tiger Line, coast-to-coast all-freight line. John L. Higgins, vice president of Tiger, who made the announcement, stated that an integrated air-truck service to more than 100 cities will be effected.

Higgins indicated that Tiger will offer to shippers overnight delivery between many of the air-truck terminals and second-day delivery at "virtually all other points." The airlines 17 major air terminals will be serviced by respective motor lines operating in areas of up to a radius of 250 miles. The Sky-Highway Service, as Tiger calls it, permits a single bill of lading on all combination shipments at rates, "many of which will be below those existing previously for air-truck deliveries."

The Tiger executive, pointing out that the freight will move on airfreighters whose capacity is "more than seven times as large as that of the largest combination passenger-cargo aircraft," said that truck shippers will be able to rely on airplane capacity for almost any type of truck-transported freight.



Higgins
Sky-Highway

ACI SEEKING TEST CITY

A city, which would serve as a test in connection with experiments in the containerization of air freight between airport and cartage contractor's terminal, is being sought by Air Cargo, Inc., ground service organization of the nation's scheduled airlines. ACI wants to study the relative merits of containers in exchange operations between airline and motor carrier. Main purpose is to determine if containerization will save ground time, and what the surrounding considerations are. Actual tests on a big scale will tell the story, ACI feels, and therefore it is in search of a test city.

FACTS & FIGURES

U. S. AIRLINES

Flying Tiger: A new freight revenue record for January was set that month. A 58.6% gain over the comparable month of a year ago brought January revenues

(Continued on Page 14)

New **TWA**
Super
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Finest way to ship overseas... the magnificent new TWA Super Sky Merchant! Unmatched for speed and range, this great Super-H Constellation offers the only direct all-cargo flights between New York and Rome... serving London, Shannon, Frankfurt, Paris, Geneva and Milan.

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to \$1,208,342. The total was the third highest in company history.

Pan American: The Latin American Division reports that it airlifted 75,141,000 pounds of cargo last year, a 4% rise over the 1957 total. Miami accounted for more than half of the division's total, New York and New Orleans following with 15 million pounds and six million pounds, respectively.

Riddle: Biggest month in air freight line's history was last December when 6,453,779 pounds were moved. It was pointed out that Riddle cargoplanes flew only 3,431 hours to transport the freight in December, while in October, 1958 (Riddle's second best month) they flew 3,245 hours to lift 6,245,393 pounds.

FOREIGN AIRLINES

Air France: Henri J. Lesieur, general manager of the North, Central American and Caribbean Division, reports that freight ton-miles flown on the French air carrier's world network of routes last year increased 7% over the previous year.

Lufthansa: System cargo in 1958 skyrocketed 70% over the 1957 total. The German airline reported that it lifted 5,602 tons of cargo last year.

Sabena: Recently issued statistics show that the Belgian airline flew 31,352,931 ton-kilometers of freight last year, a gain of 2.7% over 1957.

FORWARDERS

AEI PUBLISHES NEW TARIFF

Alvin B. Beck, executive vice president, Air Express International Corp., has announced publication of its biggest inter-

national air freight tariff, "and to our knowledge the most extensive offered by any air freight forwarding firm." Fully 354 destinations throughout the world are affected. Covering approximately 2,500 specific commodities—1,100 are reported to be new ones not offered by the IATA carriers—the new AEI tariff also offers to shippers general commodity rate reductions of from 5% to 10% below its present rate levels. The latter is in the face of the IATA decision to increase general commodity rates by 5% starting May 1, Beck stated (*March, 1959 AT; Page 6*).

The AEI executive further stated that his company will make effective some 500 additional specific commodity rates on or about May 1. These will affect transatlantic destinations, approximately 300 of which are not covered in IATA airline tariffs, Beck said. Also on or about this date, AEI plans to add another 5,000 transpacific general commodity rates from 63 points of origin in the United States. He indicated that the firm is expanding strongly in the Far East, Australia, New Zealand, and the South Pacific.

"We are taking a dynamic approach to this business of rates and service," Beck asserted. "All this is in strict accordance with AEI's philosophy and policy of development. We are laying special stress on off-line points of destination in every area of the civilized world, providing air



Beck
New tariff

avenues to markets not readily accessible before."

NEW BANGKOK FIRM

John G. Henwood, well known in international air freight forwarding circles, is now associated with a new firm, Air-Sea Shipping & Packing Co., Ltd., 174/3 Suriwongse Road, Bangkok, Thailand. Henwood supervises all air freight forwarding consolidations, customs clearance, and general shipping. Head of the firm's Packing Division, which specializes in packing of household effects, is S. T. Chung.

It is anticipated that by the time this appears in print, the firm will have established a branch office in the new Customs Building at Bangkok Airport. This is expressly for the purpose of expediting customs clearance and reforwarding.

OVERSEAS FORWARDERS VISIT

A delegation of German and Italian air freight forwarding executives, flown to the United States by Pan American World Airways, visited New York and Washington, D. C., last month. They inspected Pan Am's cargo facilities, as well as the Idlewild setup of the New York freight forwarding firm, Hensel, Bruckmann & Lorbacher, Inc. In addition they were guests at a Lufthansa cocktail party given at the airport in honor of the forwarders, and visited the Port of New York Authority. The foreign visitors were:

From Germany—Kuno Bart, Kuno Bart; Thomas Dachser and Miss Christa Dachser, Dachser Spedition; Erich Dahringer, Muencher Transport Ges., Ascherl & Co.; Gotthilf Deuschle, Hasenauers Nachf.; Walter Falk, Demerag; Walter Fischer, Max Fischer International Spedi-

(Continued on Page 33)



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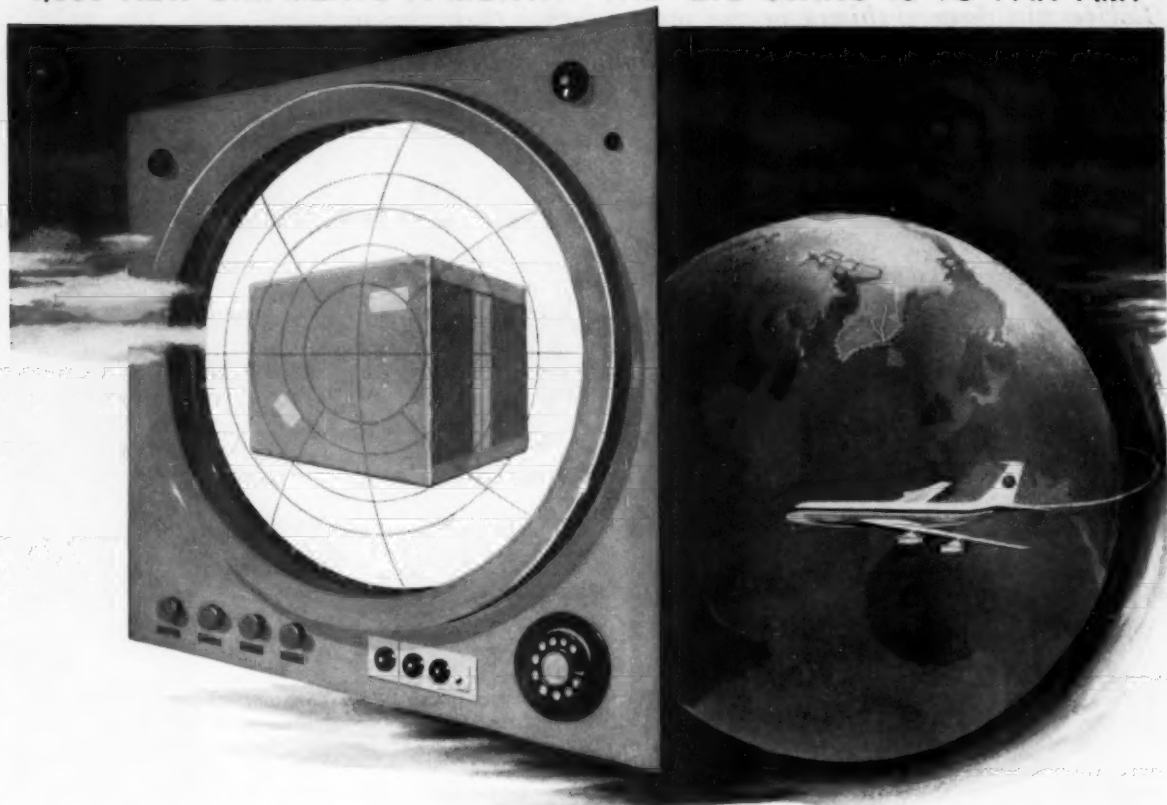
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FASTEST DELIVERY TO ALL THE WORLD. No other airline can match Pan Am's number of *direct* flights to all 6 continents. Because no other airline can offer Pan Am's frequency of coverage of world air routes. Result: no unnecessary transshipments, no time-wasting layovers.

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1 Pound						
2 Pounds						
3 Pounds						
4 Pounds		AIR PARCEL POST*				
5 Pounds						
6 Pounds						
7 Pounds						
8 Pounds						
9 Pounds						
10 Pounds						
15 Pounds			AIR EXPRESS			
20 Pounds						
25 Pounds						
30 Pounds						
35 Pounds						
40 Pounds						
45 Pounds			AIR FREIGHT			
50 Pounds						
55 Pounds						
60 Pounds						
70 Pounds						

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AT A LOSS how to air ship your domestic consignment? Puzzled over whether to specify Air Freight, or Air Express, or Air Parcel Post? . . . Credit Delta Air Lines with coming up

with a terrific assist to the perplexed shipper: an Air Cargo Service Selection Chart. . . . Designed for shipments of up to 70 pounds destined to consignees up to 2,400 miles away, the

chart at a glance provides the answer to the question: *Which of the three possibilities provides the most economical door-to-door air-shipping service?*

(Concluded on Page 25)

California flower shippers prefer airfreighting their products, but much of the tonnage to certain domestic market areas has reverted to refrigerated trucks. Why? Read what this California flower industry executive has to say.

WE NEED *MORE* AIRLIFT

By C. J. VAN DUKER

Executive Secretary, California Floral Traffic Conference

THE California floral industry is directly dependent upon adequate, rapid, reliable transportation—preferably by air—for its survival. In the early days of out-of-state shipments, markets and type of flowers shipped were sharply curtailed due to the fact that railway express was the only mode of transportation. As air freight grew after the war, the California floral industry grew with it, expanded its marketing area, and greatly broadened the list of flowers available to buyers in other states.

In addition to the ordinary supplies required of the hardier flowers, the industry was encouraged to produce and ship many special flowers for many special occasions. Regardless of snow a foot deep outside, the florist in Boston or New York could book a wedding and anticipate at least second-morning delivery on mums, roses, carnations, orchids, or any of another hundred flowers from California, and the bride was seldom disappointed by the florist.

Expanded Markets

The markets have expanded faster than air cargo, with disastrous results. An Eastern florist becomes dependent upon California supplies and, when the airlines cannot deliver, the result is a large monetary loss for the shippers and receivers, and a disappointed customer for the florist.

Not all of this is the fault of the airlines. California may have abundant supplies but no markets because of the

availability of flowers at a lower price from suppliers in local Eastern areas. A sudden freeze or hot spell will destroy the local supplies, and then all Eastern florists are clamoring for California supplies. This brings about unexpected surges which the airlines cannot handle. Sufficient crews and airplanes to carry all that is available during these rush periods would be uneconomical during the slow periods.

These surges are expected in the holiday periods—Valentine's Day, Mother's Day, Decoration Day, etc.—

How Not to Do It

What happens to a box of cut flowers packed for airshipment when it is dropped, stood on end, or tossed against a wall?

The executive committee of the California Floral Traffic Conference demonstrated exactly what happens in a special program held last month at United Air Lines' cargo terminal at San Francisco International Airport.

How, without damaging the container itself, flower petals can be bruised, heads snapped, and other forms of damage to flowers brought about, was demonstrated by California shippers: Bill Lee, Lee Brothers Wholesale Florists, San Mateo; Shimi Shibata, Mt. Eden Nursery, Mt. Eden; Wells Kruse, Santa Barbara Flower Growers, Palo Alto; Harry Korematsu, Stonehurst Wholesale Florists, San Mateo; Leon Gregoire, Gregoire's Flowers, San Francisco.

It is understood that the flower-handling show will be presented to UAL cargo men in Los Angeles, Chicago, New York, and other key points.

and while they are expected and sometimes anticipated, no airline official cares to order out additional planes to cover all the anticipated transportation needs because the space cannot be firmly booked by the shippers. If he guesses wrong and ends up with an empty plane, the cargo official is in trouble. In a sense, both the shipper and the airline are victims of late demand and growing weather.

Weather is a dominant factor in flower marketing for two different reasons—the availability of product, and the dependability of air transportation. When warm weather matures the crop, there is little opportunity to warehouse. It must be marketed at maturity, or not at all. Cut flowers *sans* transportation to bridge the gap between packer and customer are a liability.

"Unexpected Burden"

The shippers have learned to live with these problems and grow as the air facilities become available. The available lift has slowly increased over the years. However, when Slick Airways suspended operations, it threw an unexpected burden on other lines to some destinations, and in other instances left a void altogether. Even where there was service via alternate lines, the service was not as desirable for the florist because of longer times in transit, transfers, and interchanges, which were detrimental to these highly perishable products. This curtailment

(Continued on Page 24)



4. After flowers are cut, they are sent to packing plant, arranged in boxes, then to . . .



5. The vacuum cooler (above) for temperature and moisture control . . .

6. Followed by pickup and delivery to planeside (below).



7. Airfreighter with its cargo of mums heads east.



8. (Left) Dropping shipments at destination stations.



9. When, upon arrival, the markets are found to be closed, the consignments are delivered to market refrigerators . . .



10. And when wholesale markets are opened, the flowers are unpacked.

(Continued)

Flown Fresh, Sold Fresh

The floricultural industry was among the first to rely on air freight for the distribution of its blooms. The reasons were fairly elementary to both the shipper and the buyer. Not only were flowers arriving fragrantly fresh, assuring longer shelf-life to the wholesaler and retailer, but markets were expanded by thousands of miles. This country's most important middleman between the flower grower and his immediate customer is Airborne Freight Corporation whose headquarters are in San Francisco. Airborne is a pioneer in the movement of this commodity by

plane. Over the years this has been developed into a precise science, demanding of Airborne a thorough knowledge of floricultural operations, problems, and economics. In this latest *Air Transportation Fotostory*, a typical shipment of flowers is traced from planting to vase, with some 3,000 miles of airfreighting in between. The postscript to this fotostory is that what's true for fresh flowers is true for hundreds of other commodities, perishable and nonperishable—and Airborne is handling all of them to every destination here and all other countries.



1. Above: In this scene photographed in Northern California, a grower is shown individually setting out chrysanthemum plants.



2. Above right: Growers maintain a number of temperature-controlled greenhouses to rotate plants in various stages of growth.



3. Right: Scientific temperature control and fertilizing procedures assure shipments of cut flowers every month of the year.

*Given a more modern air transport by 1965,
the commercial airlines could be flying*

MORE CARGO TON-MILES THAN PASSENGER TON-MILES BY 1970

By DONALD W. DOUGLAS, JR.

President

Douglas Aircraft Company, Inc.

THE desirability of air-supporting our overseas bases was predicated on an economic thesis equally applicable to military or civilian business practices. The argument runs like this:

Each of the bases exists for a specific purpose. Some are fully manned and require constant resupply. Air support has made possible a sharp reduction in the size of the inventory required, as well as the volume of items constantly in the supply line.

Other bases are "for defense only," prestocked for their military mission and needing only to receive augmented personnel from the United States to become fully operational. But the effectiveness of these bases depends upon fast and abundant supply, which can only be accomplished by the right transports for the job being available at the right time and in the right quantity.

The doctrine of rightness and availability most cert inly applies, and with equal force, to the growth of commercial air cargo carriers. And that brings us to a key question: What is "the right transport?" Or, more properly, "the right transports?" Is what is right for the military a good buy for the commercial airlines?

Before trying to answer that one, let's see what we know about the status and requirements of the world's commercial air freight carriers today.

According to a standard source, the International Civil Aviation Organization, during 1948 the world's scheduled airlines (Russia and Red China excepted) flew nearly 300 million ton-miles. Last year—1958—the same airlines flew one billion, 145 million ton-miles, an increase of about 400%.

A big boost, you say? Maybe so. But nevertheless, the air cargo busi-



Douglas

ness is still in its infancy. It hasn't even reached childhood.

And unlikely as it may seem, this lanky infant has done the job it has done without the use of so much as one airplane designed primarily as a cargo transport. Why so? Mainly, because the industry lacks the volume and the profit margin to foot the cost of re-equipping with aircraft which are now available, the so-called "off the shelf" items. And, may I add, the "off-the-shelf" aircraft are inferior to transports which the aircraft industry is able to build today but does not because we lack sufficient orders to justify starting production!

Well, what's the answer? The untapped air cargo market is large. This we know. Such carriers as the Flying Tiger Line, United Air Lines, Pan American World Airways, American Airlines, and others have demonstrated what can be achieved with the equipment available. But the fact remains that no airline operator will be able to do much more than peer wistfully toward the promised land until he can afford to operate truly modern transports comparable to the Douglas C-133 now in MATS service, or a cargo ver-

sion of the DC-8 jet airliner.

We know that the commercial operators would like to do more than peer, because although we have yet to find any eggs, we have heard several loud cackles.

I fear that cackles are all we will hear until a necessary intermediate step is taken. And that step is substantial procurement by the military, through government orders, of the types of aircraft which would modernize the national defense inventory and assure the most efficient accomplishment of the MATS' missions.

Perhaps some feel that I am making a plea for a government subsidy of the aircraft industry, at an undue cost to the taxpayers.

In fact, modern cargo aircraft could save the taxpayers money. As we increase the capacity and speed of our cargo transports, whether military or commercial—one important achievement will be substantial reduction in operational costs, and increased profit, whether the operator be the Air Force or an airline.

An example: Far the greatest part of the air cargo moved in the world today rides in Douglas transports: DC-4s, DC-6As, C-124s, or C-133s. Giving or taking a few pounds for range variations, the respective payloads of the four models are approximately 12,000 pounds, 25,000 pounds, 50,000 pounds, and 100,000 pounds. The C-133, carrying 50 tons, is considerably the fastest of the four. And the direct costs: under Air Force operation, as little as 4½¢ per ton-mile or about half that of older cargo carriers.

The cargo version of the DC-8 would compare to the C-133 in payload and its much greater speed would result in about the same operating costs.



11. A retail florist makes purchase of Airborne-forwarded mums . . .



12. Which soon are on display to attract the eye of the consumer buyer.



13. "From California? And fresh! I'll have a dozen."



14. It's a gift, and delivery is made right to the door of the addressee.



15. Fresh, fragrant, lovely, they are unpacked at home . . .

16. And soon grace the living room, a colorful but silent testimony to a daily reality wrought by air cargo.



Due to somewhat different costing practices, and because the best available commercial cargo carriers today are not as efficient as the modern comparables, the direct operating costs average about 8¢, on a ton-mile basis.

The present-day freight rate is 21¢ per ton-mile. But the key to increase in freight volume is, logically enough, establishment of a lower per ton-mile operating cost. We feel confident that by 1965 the commercial carriers could bring their direct operating costs down to 4¢—given modern aircraft—resulting in a 10¢ per ton-mile rate.

The forecast for the domestic air freight potential at the 10¢ rate is 5.5 billion ton-miles, an elevenfold increase!

What Effect?

The next question, then, is: What effect could this increase in airborne tonnage and income have on the railroads, the waterways, and the truckers?

The total freight transportation in the United States has increased from 527 billion ton-miles in 1939 to 1.36 trillion ton-miles in 1956—certainly more today. The air freight share of this volume increased from 12 million ton-miles in 1939 to 386 million in 1956. Percentage of the whole? Air freight is still only 5/100 or 1% of the total volume.

If and when more efficient aircraft permit the 10¢ per ton-mile rate and airfreighters are able to move cargo in the order of five billion ton miles—our rosiest expectations—it would still represent only about 1/2 of 1% of the total domestic freight traffic market.

I do not believe that the surface carriers need fear that the air carriers will work any "pirating" hardships on their traffic.

Air cargo can and will become much more widely used than it is today, and we are confident that given superior equipment, it will be more profitable. But the degree of expansion will, of necessity, be limited by at least one

factor for which the solution is not yet in sight.

I refer to the force of gravity.

Trains, trucks, pipelines (also ships), use fuel for propulsion. That is to push—or pull—their payloads and themselves over terrain which, for the most part is reasonably level or well graded.

The airplane does the same, but with the additional penalty exacted by the gravitational pull which must be overcome by burning fuel before the most efficient and economical forward propulsion rate can be attained. (The only exception to this is found in the lighter-than-air types—the blimp or dirigible—but neither of these is able to develop a required rate of speed.)

In commercial air freight, the economic value of speed is related directly to the number of days involved in completing shipment delivery.

Business habits built up over the years dictated a set procedure. Air freight is processed during the day, picked up in the late afternoon and dispatched in the late evening. The ultimate objective is overnight delivery between any two points, thus giving the receiver use of a complete business day in merchandising his goods.

Present Speeds

Speeds of the aircraft now in use do not permit true overnight delivery on domestic coast-to-coast routes, although it is available on shorter intercity routes.

Thus, in relating speed to the business day and using the route between Los Angeles and New York as an example, speeds in the 175-200 mile per hour range provide a second-day delivery. Speeds of 250-300 miles per hour reduce delivery time to a day-and-a-half or the following afternoon. True overnight coast-to-coast delivery can be achieved by transports in the 450-525 miles-per-hour category as shown by present transcontinental jet schedules. Consider, then, the possibilities of the Mach 3—a 2,000 miles per hour trans-

port—which, allowing for a one-hour turnaround, would be capable of two round trips a day between New York and Los Angeles.

Such speeds could well revolutionize many present distribution procedures; the overnight delivery concept could become relatively unimportant, and brand new marketing techniques would be developed.

Who Carries What?

But the fact remains that the fuel-gravity impost will continue to limit the decrease in air freight costs and so place a limitation on the type of cargo which the airline can carry profitably and which the customer can market profitably. So, inevitably, we come to another question: Who should carry what?

A good part of the question can be answered by elimination of the items which do not lend themselves to air-lift and normally would be surface-transported, except to meet an acute emergency.

There are many items in the field of packaged traffic which are not particularly attractive to the surface carriers and a part of which would tend increasingly to gravitate toward the airlines, if the latter could offer competitive tariffs as well as a swifter service.

This group includes, for example, wearing apparel; machinery and parts; aircraft parts, flowers, electrical and electronic equipment; scientific instruments; drugs and other high-rated merchandise.

Note that each of these commodities has one or more characteristics in common, which lend themselves to the advantages of air freight movement. They are either low-density items, fragile, perishable, or high-value; they can be shipped by air with a minimum of packaging; some can be palletized rather than incurring the additional cost penalty of heavy crating; and some are subject to pilferage, a notorious problem in surface shipping.

PAN AMERICAN—GRACE AIRWAYS

**You're in the
finest kind of company
when you ship cargo**

via PANAGRA

PAGE 22—AIR TRANSPORTATION—Air Commerce

South America's only overnight for up-and-doing sales executives who know that time can make a big difference in terms of profit and loss. These are some of the companies which ship their products via Panagra—on all-cargo flights and on Panagra's daily DC-7 and DC-6B passenger flights:

A.M.I., Inc.	Continental Motors Corp.	Hycron Mfg. Co.
American Optical Co.	Cummins Diesel	International General
The Anaconda Company	Export Corp.	Electric
Andes Copper Mining Co.	Eastman Kodak Co.	Joy Manufacturing Co.
Bell & Howell Co.	Foley Brothers, Inc.	The M. W. Kellogg Co.
Bucyrus Erie Co.	Hupp International Corp.	Kennecott Copper Corp.

No change of plane from New York to 7 countries in South America... over the routes of National, Pan Am and Panagra. Call your cargo agent or Pan American, Sales Agent for Panagra.

Finally, most of these items pose no serious difficulties to expeditious ground handling, an area in which improved methods can do much to render the use of air freight more attractive. It is by no means impossible that, given the proper type of transport, the so-called "master container" concept will be perfected. This technique calls for a completely preloaded container which can be moved bodily from a fixed dock directly into the aircraft's cargo envelope—fuselage—through the nose or tail.

In the case of the latter method, we have considered a new design which would permit the tail section of the airplane to be swung toward the right side of the fuselage, using hydraulic action. The transport then can be positioned directly at the loading dock for direct deck level cargo handling.

Glide Air

Still another Douglas proposal for the swift ground handling of cargo is called Glide Air. In this system, compressed air is released from vents in the warehouse floor by the pressure of a loaded pallet passing over them. The carpet of air thus created supports the pallet or container without any other contact and it may be moved with minimum friction.

Any discussion of ground handling prompts thought as to the relationship between the future of air cargo and operations of our vast trucking industry.

It is not likely that air freight will ever be competitive with trucks over domestic short-haul routes. As long as aircraft fly from airport to airport over short or medium routes, the door-to-door service which the truckers offer between the same cities should be most attractive, tariff-wise, to the shippers.

At longer distances, however, the indications are that a close cooperative effort between the air cargo carriers and the truck operators will ultimately provide the fastest, most economical mode of cargo movement, with the trucks contributing the rapid final delivery.

I suggest that we all should consider the far-reaching economic implications of "final fast delivery", the end product of increased transit speeds.

A century ago, the nation lived, and worked and produced at a more leisurely pace. Elements of urgency of course, existed, but urgency is a relative thing, attuned to the tempo of the age.

Today, we think, devise, plan at a rate far beyond the comprehensions of our forebears. Merchandising and production go hand in hand, both sup-

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ported by the efficiency and speed of our transportation networks.

Transit speed makes a demonstrable, tangible contribution to our national wealth as well as to the power of our national defense. Lowering of inventories, decrease in the need for stock-piled raw materials, increase in the requirements for national productivity—all these can be attained in a substantial measure by accelerated use of the sky highways complementing our rails, our roads, and our rivers.

But, I believe that these economic gains can best be accomplished through the increased use of the truly modern transport aircraft. And today, in this year 1959, the commercial carriers must perforce wait the development and production of such an airplane for the military.

"Must Be Built"

Our industry products are highly diversified and cargo transports are only one of them. We believe these airplanes must be built, regardless of who does the job. Fair competition on such projects assures that the taxpayers—and aren't we all?—will get the maximum for their money. The potential benefits of these aircraft, to the military and in the commercial field, are too great to be ignored.

Perhaps the crux of the matter is

the relationship between what the military *must* have and what the commercial lines *would like to have*. It would be pleasing to all of us who believe in the principles of private enterprise if the commercial airlines and the aircraft industry could finance their side of such a program without government assistance.

Tremendous Costs

Unfortunately, costs of developing aircraft of the speed and capacity needed to meet today's needs are beyond resources of any given company.

To cite a specific example of rising costs, almost exactly seven years ago today, a supposedly knowledgeable aircraft industry executive made the following statement in public:

"It seems likely that the development costs of a new prototype—the jet transport of tomorrow—will be in the neighborhood of \$40 million, and that is a very luxurious neighborhood."

As it turned out, the overall development and testing expenditures for the jet transport which the speaker had in mind, are at the moment, in the neighborhood of \$250 million, an even more luxurious neighborhood. I should know. I was the speaker, and the airplane is the DC-8.

It is with considerable trepidation and great humility that I approach

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FROM NEW YORK, CHICAGO and MIAMI via Latin Amer-
 ica's largest all cargo carrier—**RANSA AIRLINES**



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prediction. I am mindful of the fate of a few of my predecessors in that field, such as the eminent British aircraft pioneer, Moore-Barbazon who, in 1911, said:

"I do not think that a large, passenger-carrying airplane, faster than trains or steamers, is in view in this country, owing to the high speed of the average winds, which is 20 miles an hour."

One other forward look, taken as recently as 1939 by no less an authority than the *Journal of the Royal Aeronautical Society*. It was there opined that the sonic barrier would be the limit to airplane speed imposed by the laws of nature and that the upper economical speed of air transports would lie in areas of 200-300 miles per hour.

Personal Beliefs

Nevertheless, these things I believe:

► The Military Air Transport Service, if it is successfully to accomplish its stated mission under any condition, must shortly have on order substantial additions to its fleet of modern high-speed, long range transports, with a high cargo-carrying capability.

► Given the undenied advantage of such a development for the military, the airlines will, by 1965, be able to acquire commercial versions of these aircraft at favorable prices due to increases in the volume of production. With such aircraft, the airlines will be able to make an augmented contribution to an upturn in cargo transit speed, benefiting themselves, the national economy, and the national defense.

► If the increase in military development is not presently forthcoming, it will be at least 1970 before the airlines can do their own financing. Should the more modern air transport become available in 1965, by 1970 the airlines could be flying more cargo ton-miles annually than passenger ton-miles.

In the lineal descendants of the transports developed for the military during the last war, the airlines this year will carry more than 50% of all transcontinental and transoceanic passengers.

The military requirements are paramount. They cannot be expected to perform miracles of deployment and supply with the aircraft at hand.

And a final point: The aircraft industry cannot be expected to perform the production miracles of the war years in the manufacture of the complex aircraft of today and tomorrow. To the national welfare, a healthy aircraft industry is a necessity. The industry cannot subsist on a diet of stop-and-go contracts.

A Better Job

I quote Lieutenant General C. S. Irvine, Deputy Chief of Staff/Materiel, testifying before Senator Symington's Subcommittee on the Air Force:

"If the Air Force had more airlift for logistic support, it could save more money in the spares you wouldn't buy than the airplanes would cost, and . . . do a better job in time of peace and a lot better job in time of emergency."

MORE AIRLIFT

(Continued from Page 16)

of service was a serious blow to the floral trade.

The principal marketing areas served by Slick which were most important to the florists included Tulsa, Kansas City, St. Louis, Cincinnati, Columbus and Pittsburgh. It was the hope of the industry that the remaining airline in these areas would establish additional freight lift. It not only failed to rescue the florist, but actually curtailed service to a degree. In addition, the air carrier served notice that it intended to discontinue its freighter.

Members of the industry, aided by the CAB and Congressmen from the effected districts, prevailed upon the remaining airline to reconsider discontinuance of the nightly freighter. But as the season progressed the problem of inadequate lift became more and more acute, until in the middle of the Fall mum season the available lift fell far short of the needs of the industry.

Return to Trucking

It became necessary for the California Floral Traffic Conference (a non-profit shippers group) to sponsor truckload refrigerated shipments to the areas formerly serviced by Slick. A total of 10 truckloads, or about 2,000 boxes, were hauled by the Conference truck in a period of nine weeks. In addition, an estimated 2,000 boxes were trucked by two large floral shippers as a joint venture. These shipments went as far as the Eastern Seaboard. As the crop thinned out the trucks were discontinued until the Christmas rush, when an estimated 1,000 boxes were again forwarded in this manner.

The success of the truck venture was remarkable because the receivers who agreed to truck shipments were assisting their competitors, who continued to receive supplies by air, by cutting down the backlog. There was also the unknown factor of quality control. The Conference took every conceivable precaution to assure good deliveries. The trucks were carefully loaded and "slatted" to permit good air circulation, the temperature was rigidly controlled, and the trucks were opened up and aired out every 100 miles. The results were excellent.

However successful these truck shipments, they cannot compensate fully for the flexibility of air in reaching the small markets or taking care of the rush orders, as it is necessary to book the truck 36 hours in advance of movement, and too large shipments to any market has a tendency to break the market price.

The floral industry hoped that the advent of the Jet Age with the additional lift would obviate the space problem once and for all, but this hope can now be termed only a hope for the next several seasons. The first jets will be taking care of only the long-haul destinations. This will not solve the problem.

What the floral industry needs is less emphasis on ultimate speed and more emphasis on dependability. The florist needs to know that when his crops are matured, harvested, graded, sold and packed, they will be transported to destination and not left at the airport because of higher priority mail or express, or "bumped" at an intermediate transfer and left to deteriorate for want of airspace.

Trucks are not the answer for the day-to-day problems, and are only a partial answer during the peak of the production season. However, unless a miracle comes to pass, the California floral shippers will see these refrigerated trucks back on the runs before many more weeks are past. • • •

DELTA

(Continued from Page 17)

Air express and air parcel post values were straight comparisons, with an arbitrary charge of 50¢ per shipment added to take care of delivery to Post Office. Determining the air freight values was more complex. Delta selected 10 one-carrier points for each given distance, the average mileage in each bracket not varying more than 1%. A different air carrier was selected for each of the 10 pairs of points. Taking into consideration minimum charges at the level of 50 pounds, the planners averaged the applicable general commodity rate, superimposing on this average rate and average pickup and delivery cost of \$2.90 per shipment.

Reason for Economy

Why is Delta interested in having the air shipper select the most economical form of air cargo? Edward J. Preston, Eastern superintendent of cargo sales, puts it this way:

"A great deal of air cargo is permanently lost to the industry because at the first attempt to use air, the wrong cargo service is selected. The shipper gets scared off by the high rate due to the selection of the service that will not do the job most economically. In order to make the job of selecting the lowest cost service over a given mileage as easy as possible for our customers, we



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have developed the chart. We believe it will generate a great deal of additional traffic for us by keeping air shipping cost low."

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CAB

FORWARDER & ASSN. RULES

The Civil Aeronautics Board has amended Part 244 of the Economic Regulations (14 CFR, Chapter I), effective March 27, 1959. Affecting domestic and international air freight forwarders and cooperative shippers associations, it adopts a portion of the proposals in Draft Release No. 84 (November 1956 AT: Page 85). The Board said that the new requirements "do not result in any cognizable increase of the reporting burden on freight forwarders over that which the issuance of a regulation derived entirely from Draft Release No. 84 would have entailed." As to cooperative shippers associations, "the reporting proposals set forth in Draft Release No. 84 is substantially adopted."

Draft Release No. 84, issued October 11, 1956, was a proposal to revise extensively Part 244 "so as to provide for more uniform and detailed reporting of financial, operating, and other corporate data by air freight forwarders and international air freight forwarders." It also contained a new provision requiring "somewhat similar but more limited" reporting by cooperatives.

Text of the amended Part 244 follows:

PART 244—FILING OF REPORTS BY AIR FREIGHT FORWARDERS, INTERNATIONAL AIR FREIGHT FORWARDERS AND COOPERATIVE SHIPPERS ASSOCIATIONS

Section

244.1 Definitions.

244.2 Financial and Operating Reports by Air Freight Forwarders and International Air Freight Forwarders.

244.3 Insurance Reports by Air Freight

Forwarders and International Air Freight Forwarders.

244.4 Financial and Operating Reports by Cooperative Shippers Associations.

244.1—Definitions. For the purposes of this Part:

(a) "Freight Forwarder" means any air carrier classified and defined as an "Air Freight Forwarder" in Part 296 of the Economic Regulations or as an "International Air Freight Forwarder" in Part 297 of the Economic Regulations.

(b) "Cooperative Shippers Association" means any air carrier classified and defined as such in Part 296 or Part 297 of the Economic Regulations.

244.2—Financial and Operating Reports by Air Freight Forwarders and International Air Freight Forwarders:

All persons holding authority as an air freight forwarder or international air freight forwarder shall periodically prepare and file certain financial and operating reports, as hereinafter specified, whether or not such persons are actively engaged in air freight forwarding operations.

(a) Each freight forwarder shall prepare CAB Form 244 entitled "Financial and Operating Report for Air Freight Forwarders and International Air Freight Forwarders," in accordance with the requirements of this Part and the instructions set forth in such form which is incorporated herein and annexed hereto as Appendix I. Schedule B Balance Sheet shall be prepared as of June 30 and December 31 of each year and shall first be prepared as of June 30, 1959. Schedules G-1 General Officers and Directors; List of Stockholders, and G-2 Corporate and Securities Data; Investments in Other Companies, shall first be prepared for the year ended December 31, 1959, and for each successive year ending December 31, thereafter.

(b) Each freight forwarder shall also prepare as an attachment to and as a part of its report on CAB Form 244:

(1) a report of profit and loss (with a separation of expense items so as to indicate payments to direct air carriers) to be marked for identity by the reporting freight forwarder as Schedule P Statement of Profit and Loss;

(2) a report of statistical data to be marked by the reporting forwarder as Schedule T-1 Statistical Data, setting forth (a) the number of shipments received from shippers for carriage by air, (b) the number of consignments to carriers by air, and (c) the number of tons consigned for shipment by: certificated air carriers, supplemental air carriers or irregular transport carriers, and surface carriers (rail, motor other than pick-up and delivery, or water); and

(3) a report of station data, to be marked by the reporting freight forwarder as Schedule T-2 Station Data (listing by individual stations the total number of tons received from shippers for carriage by air).

The reports above designated in this subsections 244.2(b) shall be prepared for each semi-annual period ending June 30 and December 31.

(c) Each schedule specified in subsections "(a)" and "(b)" of this section 244.2 shall be filed so as to be received by the Board within 45 days after its applicable terminal date.

244.3—Insurance Reports by Air Freight Forwarders and International Air Freight Forwarders.

Each air freight forwarder and international air freight forwarder shall keep the Board currently informed as herein-after set forth regarding the insurance, self-insurance or surety bond maintained by it pursuant to Part 296 or Part 297 of the Economic Regulations.

(a) Within 45 days after June 30, and December 31, of each year, every forwarder shall complete and file Schedule I Insurance Report, of CAB Form 244 whenever, on such specified dates, the forwarder's insurance, self-insurance or surety bond remains unchanged from that last reported in Schedule I shall be completed pursuant to the appropriate instructions contained therein and shall first be due in accordance with the provisions of this subsection within 45 days after June 30, 1959.

(b) Within 30 days of any change in or from the insurance, self-insurance, or surety bond previously reported to the Board, or within 30 days of the effective date of this regulation, whichever time is later, the forwarder shall report such change in the following manner. In the case of a change regarding insurance which is evidenced by a certificate on file with the Board pursuant to an express requirement in Part 296 or Part 297, or regarding a bond evidenced by a copy thereof likewise on file, another such

certificate or copy of a bond incorporating such change shall be filed with the Board. In any other case involving a change in a forwarder's insurance, self-insurance or surety bond, such change shall be reported on Schedule I Insurance Report of CAB Form 244 in accordance with the instructions set forth therein.

244.4—Annual Report of Cooperative Shippers Associations.

For the annual period terminating on December 31, 1959, and thereafter for each consecutive annual period, each cooperative shippers association shall file CAB Form 244A entitled "Financial and Operating Report for Cooperative Shippers Association" in accordance with the requirements of this section and the instructions set forth in said form which is made a part hereof and annexed hereto as Appendix II. All cooperative shippers associations shall file such reports irrespective of whether they are inactive during the report period and where items are not applicable, the word "none" should be inserted. Such reports shall be filed so as to be received by the Board within 45 days after the termination of each prescribed reporting period.

ALASKA AIR FORWARDERS

Statehood for the former territory of Alaska has brought changes in the Civil Aeronautics Board's Economic Regulations, with respect to Alaska air freight forwarders. Part 296.1 has been amended by revising Footnote 2 which relates to the words "interstate air transportation" in Subsection (a) to read as follows:

"Interstate air transportation" shall have the meaning ascribed to it in Section 101 (21) of the Federal Aviation Act and the word "State" used therein shall include Alaska.

A Footnote 1 has been added to the word "overseas" in the first clause of Section 297.1. This now reads:

"As defined in Section 101 (21) of the Act. By reason of the change in Alaska's status from a territory to a state, air transportation between a place in any state of the United States other than Alaska, or the District of Columbia, and any place in the State of Alaska, now constitutes "interstate" rather than "overseas" air transportation. Such operations are governed by applicable provisions of Part 296 of the Economic Regulations.

FOREIGN CARRIER PERMITS

A temporary foreign air carrier permit has been issued to Trans Mar de Cortes, S. A., of Mexico, while another held by Aerovias Q. S. A., of Cuba, has been amended to include another point.

Trans Mar will transport passengers, freight, and mail between La Paz, Baja California, Mexico, and Los Angeles, via intermediate points in Mexico. The Board's vote was unanimous.

Aerovias Q's run between Havana and West Palm Beach has been amended to add Fort Lauderdale as a coterminal with West Palm Beach. Unanimous vote.

CAB EYES BUNYAN BOX

In an initial decision, Examiner James S. Keith has decided that procedures involving American Airlines' special aluminum cargo containers known as the Paul Bunyan Box have been in violation of the Civil Aviation Act. The examiner said that AA failed to take the weight of the box into consideration when assessing transportation charges. The complaint was instituted by the Office of Compliance of the CAB. Keith said:

"It is found, in instances where the Bunyan box container is exclusively used by a shipper in the transportation of a shipment, that:

"1. There is no distinction in the advantages advertised and offered by respondent whether the shipper has exclusive use of the box or whether the box is held at all times by the respondent and is packed for

the shipper at respondent's business location. Since the latter service is not regarded as an 'added service' for which a tariff is required, then it follows that the former is not an added service requiring the filing of a tariff. But, if the record demonstrated that shippers were relieved of their obligation to pack or crate their shipments, they would have saved packaging and crating expenses as well as the expense of the package or crate, and this would be a material or valuable service for which a tariff would be required. Since the record is silent in this regard, there is no basis for holding that the Bunyan box service is a superior or added service compelling the filing of a tariff. Respondent has not, therefore, violated section 403(a) of the act and section 221.38(a) (2), (3) and (4) of the economic regulations for failing to file a tariff.

"2. In the assessment of charges under its currently effective tariff, there would be no occasion for respondent to include the weight of the Bunyan box (actual or cubic dimensional) if it were clear that the shipper was not relieved of his obligation to crate his shipment prior to loading and sealing it in the Bunyan box and that respondent inspected the shipment in order to assess proper charges. But since the record is silent with reference to the shipper's obligation to crate and clearly shows that respondent has failed to inspect the Bunyan boxes in order to determine proper charges, the only practical and logical construction or interpretation of respondent's tariff rule is that the box must be considered as the package or crate and its weight included in assessing transportation charges. Because respondent has not done this, it has charged or collected a lesser or different compensation than should have been charged or collected under its currently effective tariff. Therefore, respondent has violated section 403(b) of the act and it is ordered to cease and desist therefrom."

The Paul Bunyan Box, manufactured by Aerobilt Bodies, Inc., a subsidiary of Grumman Engineering Corporation, measures 84" long x 42" wide x 63" high. Tare weight is 203 pounds. AA invested approximately \$65,000 in 200 units (May, 1958 AT, Page 6; July, 1958, Page 18).

AA BACKED ON NONSTOP ROUTE

Examiner Walter W. Bryan has backed American Airlines' application to offer nonstop services between New York and San Francisco. At the present time, AA is restricted to a single stop between both points. TWA and United Air Lines provide nonstop runs on this route. Northwest Orient Airlines' bid to offer this service has been turned down.

FTL PACIFIC BID DENIED

The Flying Tiger Line, scheduled transcontinental all-cargo air carrier, has been turned down by the Board on its application to operate 10 freight round trips per month between the United States and points in the Pacific area. It sought an exemption from its present requirements to perform the transpacific service, while awaiting final decision on its application for a certificate which would authorize Tiger to operate scheduled freight and mail flights across the Pacific (Docket No. 10123).

Tiger sought to serve Tokyo and Tachikawa (Japan), Manila, Taipei, and Hong Kong, from Los Angeles and San Francisco. Listed intermediate points were Honolulu, Wake, and Guam.

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PACIFIC AIR HEARINGS

As a result of a letter from President Eisenhower, Board Chairman James R. Durfee is giving the "highest priority" to a consolidated proceeding which will embrace all Pacific matters. On February 18, the President wrote to Durfee:

"... As you are aware, this Administration is firmly committed to the view that the public interest requires competitive American flag service at the earliest feasible date on all international air routes serving major United States gateways. With such competition the benefits to the Nation of international air transportation—increased trade and friendly relations abroad—become the greater.

"Over the North Atlantic our objective has been substantially achieved, but in the Pacific, because so far it has not been deemed feasible, very little progress in the desired direction has been made. This history only emphasizes that the American flag service we ultimately envision for the Pacific must be developed as rapidly as it can be justified by the growth of United States-Orient traffic.

"The statistical information you have furnished me indicates that total U. S. revenue traffic in the Pacific is continuing to grow. This overall growth was maintained last year despite a slight decline in the passenger traffic carried by American flag lines. This latter situation will undoubtedly be improved, however, by the recent determination that American flag carriers may schedule additional flights between United States gateways and Tokyo.

"The present Pacific route situation, as I understand it, finds both Northwest's authority to serve Okinawa, Formosa, Hong Kong and the Philippines from Seattle-Portland and Pan American's authority to serve Tokyo via Honolulu expiring in 1960. Other authorizations have expired or are about to expire. And a number of applications are pending—for example, Northwest's application to serve San Francisco and Los Angeles and Pan American's application to serve New York, Baltimore-Washington, Detroit, Chicago, Seattle and Portland.

"I believe it essential to our foreign policy and Administration objectives that the entire Pacific route complex be promptly considered as a whole by the Civil Aeronautics Board. Accordingly, I request the Board immediately to initiate a proceeding consolidating all Pacific air route matters into a single record and I further request that the Board present its recommendations to me at the earliest possible date."

Nine days later, the CAB chairman responded in a letter to the President:

"... As your letter points out, certain temporary authorizations involving United States-Orient routes will expire in 1960; certain other such authorizations expired on June 30, 1958, and operations are continuing pursuant to the provisions of Section 9(b) of the Administrative Procedure Act. In addition there are several formal applications now on file seeking new authorizations from the United States to the Orient.

"Applications with respect to each of these categories, which are already on file, would have been set down for consideration in one or more formal proceedings in due course. However, in view of your request, the Board has directed that a consolidated proceeding be immediately initiated to encompass all international Pacific air route matters. A proceeding of such broad scope will, of course, necessarily require a considerable period of time. The Board has directed that this proceeding be given the highest priority."

NEW ALITALIA STOP BACKED

Examiner Merritt Rublen has recommended that Alitalia's foreign air carrier permit be amended to include London as an intermediate point on its transatlantic service between New York and Rome via Paris.

COMMERCIAL AIRCRAFT

GUEST BUYS SAS DC-6s

Tore H. Nilert, president of Scandinavian Airlines System, has announced

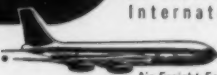
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COVERING THE U. S., ALASKA, HAWAII, MEXICO, CENTRAL AMERICA, SOUTH AMERICA, EUROPE AND ASIA

the sale of three Douglas DC-6s to Guest Aerovias Mexico (January, 1959 AT; Page 21). Present operations of Guest are with Lockheed Constellation equipment. The DC-6s will be added to the Mexican carrier's fleet.

BRITISH JET AGE LEAD

There are by far more British-manufactured Jet Age airliners flying today than any others, the Society of British Aircraft Constructors states. As of early last month, the world's airlines (Russian bloc excluded) were operating a total of 511 pure jets and propjets, of which 436 were British-made. British aircraft of this type are the Comet, Viscount, and Britannia. Other are the United States 707, Electra, and the F-27, a variant of the Dutch Friendship. Of the 1,379 jets and propjets on order, 613 are British, 516 American, 147 Dutch, and 50 French. Sixty-one percent of all the aircraft have, or will have, British powerplants, most of these manufactured by Rolls-Royce.

\$49 MILLION FOR SAS JETS

A loan for a total of \$49 million to finance ordered jet equipment has been negotiated with United States banks and insurance companies by Scandinavian Airlines System.

VANGUARD IS PROGRESSING

Vickers-Armstrong Ltd., of England, reports that preliminary flight trials of its new propjet Vanguard show "satisfactory progress". The current test program includes 1,500 hours of flying. British European Airways is scheduled to receive its first Vanguard in the spring of next year.

MILITARY AIRCRAFT

BRITANNIC ON THE WAY

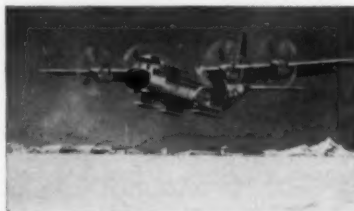
A new airfreighter, the Britannic, a development of the Bristol Britannia turboprop airliner, will be built by Short Brothers, of England, for the Royal Air Force. Its design "is the result of liaison between Short Brothers and Harland and Bristol Aircraft." The cargo plane, to be powered by four turboprop engines, will be built by Short and is expected to be ready for flight in 1961. According to an official source, the Britannic was chosen so that it "not only would meet military requirements, but... might also have a civilian market."

The freighter will exceed 130 feet in

length. It will have a cargo hold measuring 80½' long x 12' wide x 12' high. Maximum payload is reported to be 75,000 pounds. Development of the engine will increase this to 100,000 pounds, it was reported. It will have a rear loading door.

DELIVERIES OF C-130s

Lockheed Aircraft Corp. is delivering the dozen ski-equipped C-130 Hercules propjet transports ordered by the United States Air Force for Arctic operations.



Ski-and-wheel Hercules

While still under test by the Air Research and Development Command, the ski-and-wheel plane last year set a world record for this type aircraft when it lifted 124,000 pounds. Full delivery of the order will be made by the end of this month.

CONGRATULATIONS

U. S. AIRLINES

Aaxico: Howard J. Korth, president of Aaxico Airlines, recently received an award for Aaxico's having "successfully completed 18 million miles of Logair operations, safely airlifting United States Air Force high priority cargo within the



Howard J. Korth (left) receiving award from Lieut. Gen. William F. McKee, AMC

Continental United States, May, 1954, through May, 1958, without major loss or damage." The award was presented by Lieut. Gen. William F. McKee, vice commander of the Air Materiel Command. In the 6½ years of cargo operations for the USAF, the airline has flown over 31 million miles without loss or damage to the cargo.

Alaska: Walter A. Rollins appointed to the newly created position of assistant to the vice president-public relations. His most recent position in his 13 years of airline experience was with Central Airlines.

Capital: R. W. Hardesty, a 24-year veteran with Capital, named vice president for ground operations.

Delta: C. E. Woolman, president nominated to receive the Illini Achievement Award at June commencement of the University of Illinois. An aviation pioneer, his efforts have raised the aerial crop dusting company into the sixth largest airline in the United States.

Northwest: Jack D. Anderson appointed to the newly created position of superintendent, station ramp operations.

Resort Airlines: Colonel Bernt Balchen, USAF (Ret.), famous polar flyer and aviation figure, becomes vice president-planning.

Seaboard & Western: Frederick H. Vahlsing, chairman of the board of F. H. Vahlsing, Inc., elected a director.

Transocean: James J. Hannon named zone sales manager with headquarters in San Francisco. He was formerly associated with Air France.

United: James M. Fogarty named ground services manager at Bakersfield, Calif. He takes over from G. A. Faber, now ground services manager at Columbus, Ohio.

FOREIGN AIRLINES

Air France: George L. Hern named public relations representative for the West Coast. He has served with the airlines since 1954. . . John L. Black appointed public relations manager in Canada, headquartered in Montreal. With Air France since 1951, he has had all told 14 years' experience in all phases of airline sales activities.

Ethiopian: John H. Spencer elected to the board of directors. An American citizen, he has been declared by John Gunther to be the "most important non-Ethiopian in Ethiopia." He is closely associated in an advisory capacity with the Emperor and the Ethiopian Foreign Office on economic and political matters.

Lufthansa: Mrs. Alice Young heads the new West Coast public relations office in Los Angeles.

Mexicana: F. Paul Miscione appointed regional sales manager in Chicago. A native of New York, he entered the airline field in 1928 with Pan American. Prior to his present appointment he served for three years as traffic and sales specialist with the technical assistant program of the United States Operations Mission in advising Thai Airways.

SAS: Eric Kuutti appointed regional publicity representative for Canada.

Sabena: Alex Igyarto named regional cargo sales manager. Previously with Northwest, he also serves as secretary of the newly formed Air Cargo Sales Club of New York.



Igyarto
Sabena

TSA: Dixon Hall appointed New York district agency and interline representative.

INDUSTRIAL TRAFFIC

Dominion Foundries & Steel, Ltd.: John H. McAllister succeeds John S.



McAllister
Dominion

Dolphin, retired, as general traffic manager. Beginning his traffic career in 1945 with Canadian National Railways, in 1951 he was appointed assistant traffic manager by the McKinnon Industries Limited (G.M.C.), St. Catharines, Ontario. He became traffic manager of that company in 1956.

Union Oil Co. of California: W. V. Criddle named manager of traffic succeeding the retiring L. C. Monroe.

Fruehauf Trailer Co., Container Division: C. E. P. Smith named traffic analyst for the Eastern Seaboard, with headquarters at Kearney, N. J.

United States Gypsum Co.: William F. Swanson promoted from traffic clerk at Los Angeles to traffic representative for the new traffic office at Oakland.

Ralston Purina Co.: Carl Buchheit transferred from the plant at Bloomington, Ill., where he was traffic manager, to the company's headquarters at St. Louis, where he will serve as Central Division traffic manager.

Philadelphia Quartz Co.: Robert J. Richards appointed assistant traffic manager.

Revere Copper & Brass, Inc.: Harry D. Beaver, Jr. promoted to general traffic

manager. The position has been vacated by James L. Briggs, now retired after 42 years of service.

Howard Smith Paper Mills, Ltd.: John R. McGrath named traffic manager for the company and its subsidiaries.

St. Regis Paper Co.: Michael J. Walsh, Jr. appointed traffic manager. James J. Fay succeeds him as assistant traffic manager. Fred M. Kimbrough becomes traffic manager of the company's mill at Jacksonville.

Abbott Laboratories: Elmer R. Bubb named traffic manager.

Jacksonville Paper Co.: A. M. Downey, Jr. appointed general traffic manager for the company, its subsidiaries and affiliates.

PURCHASING

Allen B. Du Mont Laboratories, Inc.: William J. Voss takes the newly created post of director of purchasing.

FORWARDERS

Barnett International Forwarders, Inc.: Eugene Roessner, most recently cargo

manager for Irish Air Lines, appointed to an executive position in the forwarding firm, with headquarters in New York. Prior to his association with the Irish carrier, he was with KLM for four years and with Swissair for three. Roessner carries to Barnett a well-rounded background in international air cargo sales and traffic.



Roessner
Barnett

HANDLING-PACKING

Elwell-Parker Electric Co.: Joseph A. Ackermann becomes sales manager.

Signode Steel Strapping Co.: The following have been elected to the office of assistant vice president: Joseph F. Beckman; C. Carlson; and Hobart P. Young.

Yale Materials Handling Division: Harry F. Rose, a veteran of over 27 years with Yale & Towne, promoted to manager

of crane and monorail sales. He will be headquartered in Philadelphia.

AIRCRAFT MANUFACTURERS

Lockheed: W. A. Pulver appointed assistant general manager of the Georgia Division. Arthur E. Flock succeeds him as chief engineer.

Vickers-Armstrongs: Sir George R. Edwards, managing director, awarded an Honorary Fellowship of the Institute of the Aeronautical Sciences.

EQUIPMENT MANUFACTURERS

Lewis-Shepard: J. Platt Hamerslag, Jr., president of the Hamerslag Equipment Co., appointed exclusive sales and service representative in the San Francisco Territory.

AIRPORTS

Shannon Free Airport: John Dilger appointed aviation commercial manager for the Shannon Free Airport Development Authority. His previous experience includes service with both Air France and Aer Lingus-Irish Air Lines.

ORGANIZATION

Material Handling Institute, Inc.: Robert F. Moody (Hyster Company) appointed 1959 chairman of the Expositions Committee. Moody, who also serves as second vice president of MHI, will be assisted in committee operations by the vice chairman, E. W. McCaul (Jervis B. Webb Co.). Named to serve on the committee are: R. H. Davies (Clark Equipment Co.); Clyde Dean (Yale & Towne Mfg. Co.); R. L. Fairbank (Towmotor Corp.); C. L. Fell (The American Monorail Co.); and W. A. Meddick (Elwell-Parker Electric Co.). G. G. Raymond, Jr. (Raymond Corp.) and W. G. Reycroft (Bassick Co.) named as committee members.

Hoist Manufacturers Association, Inc.: Milton L. Aitken (Robbins & Myers,

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Inc.) elected president. Other officers elected were: John S. Jackson (Shepard Niles Crane & Hoist Corp.), vice president; Carl O. Hedner (Yale & Towne Mfg. Co.), director; William C. Miles (American Engineering Company), director; and Raymond C. Blair (Chester Hoist Division), director. Joe H. Peritz reelected executive secretary and treasurer, and C. M. Dinkins, general counsel.

CLUB NEWS

Traffic Club of New England: Dr. R. C. S. Young, General Motors Corp. was the speaker at the 42nd annual banquet in the Hotel Statler Hilton in Boston. Toastmaster was J. Douglas Dawson, general traffic manager of the Norton Co.

Foreign Commerce Club of New York, Inc.: William Zeckendorf, Sr., president, Webb & Knapp, Inc., addressed



Acting Mayor Abe Stark of the City of New York (second from left) shown presenting the Port of New York Day Proclamation to Erwin Wedemann, president of the Foreign Commerce Club and vice president of Wedemann, Godknecht & Co. At the extreme left is Vincent A. G. O'Connor, Commissioner, Department of Marine and Aviation; and at the extreme right, John F. Budd, publisher of *Air Transportation* and FCC committee chairman.

the club at its 26th annual Port of New York Banquet in the Hotel Commodore last month. Earlier that day, Mayor Robert F. Wagner's proclamation naming it Port of New York Day was read over the air. As part of the ceremonies, Fire Commissioner Edward F. Cavanagh, Jr. received the Port of New York Award for 1959. This award was proposed 14 years ago by John F. Budd, publisher of *Air Transportation*, and since that time has been a yearly function of the Maritime Association of the Port of New York. Port of New York Day also was sparked by Budd, 26 years ago, who, as chairman of the Foreign Commerce Club's Speakers Committee, first brought it forward.

Air Cargo Sales Club of New York: Alvin C. Schweizer, Eastern district traffic manager for TACA International Airways, was recently elected vice president of the organization of New York's air cargo men. He served in that capacity for the first time at last month's meeting which was dubbed Air Freight Forwarders Night. Members were addressed by Morton Brautman, president, Pan-Maritime Cargo Service, Inc.; Sid Kreps, vice president, American Shippers, Inc.; and Irving Richman, attorney, ABC Air Freight Co., Inc.

San Francisco Traffic Club: *Freight Forwarders Night* was observed March 18.

Transportation Club of Peoria: E. A. Conley, general traffic manager of Hiram Walker & Sons, Inc., elected president for 1959.



Schweizer
Veep

Traffic Club of Baltimore Inc.: The annual President's Ball, held in honor of the retiring president A. E. Stude, and the new officers for 1959, took place March 7 at the Lord Baltimore Hotel. New officers are: J. Fred Fader, general freight agent, Hinkins Steamship Agency, Inc., president; Philip E. Provins, commercial agent, Southern Railway, vice president; J. Victor Culler, port representative for the Maryland Port Authority, secretary; and Oliver C. Shipley, a certified accountant, treasurer. The following were elected to the board of governors for two-year terms: Charles M. Naylor, traffic manager, Black & Decker Manufacturing Co.; Carl J. Meil, traveling freight agent, Chesapeake & Ohio Railway Co.; R. M. Shilling, district traffic manager, Western Maryland Railway; Edward Magnus, sales representative for Riss & Co., Inc.; John A. Inglis, representative of R. C. Hobelmann & Co.; and W. R. King, freight manager, United States Lines.

Los Angeles Transportation Club: Los Angeles Chamber of Commerce Day was observed March 10 at a luncheon meeting at the Biltmore Hotel. A panel of businessmen, with Ray Allen, director of the transportation division of the chamber, as moderator, discussed *The Business Outlook*. Panel members were: Albert Bone, regional vice president of American Airlines; Winston J. Jones, vice president of States Steamship Co.; Neil J. Curry, past president of the American Trucking Associations, Inc.; and William B. Peoples, vice president of the Southern Pacific Co.

Traffic Club of New Orleans: The Club is scheduled on April 4 to hold a Spring dance at the Monteleone Hotel. Chairman of the event is Al Wilde.

Metropolitan Traffic Association of New York: The annual dinner will be held in the Hotel Commodore on April 30.

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BOOKS

Virtually everything about modern-day flying, an A-to-Z presentation by 19 outstanding authorities on its various aspects, will be found in an excellent volume aptly titled, *Modern Airmanship* (D. Van Nostrand Co., Inc.; 862 pages; \$9.75). Edited by Col. Neil D. Van Sickle, USAF, this book is as valuable as it is comprehensive. Covering the whole spectrum of flying today, from light planes to jets, with all the attendant techniques, it holds vital interest for the civilian, as well as for the military flyer. Well illustrated . . . In *The Years of the Sky Kings* (Doubleday & Co., Inc.; 336 pages; \$4.95), Arch Whitehouse has produced an arresting account of World War I aircraft and the aerial heroes of four decades ago—young men from both sides—whose names flashed high, wide, and handsome in newspaper headlines, and became household words and popular (depending on the side you were on) images. His stories of pursuits and dogfights never fail to be exciting. The workday world of the World War I airman is told with respect for detail and gratifying clarity. Included are lists of World War I aces from all nations, as well as a glossary of aviation terms popular in that day.

In the fast-swelling library of space literature is the new *Space Weapons* (Frederick A. Praeger, Inc.; 245 pages; \$5.00), compiled and edited by the editors of *Air Force Magazine*, with John F. Loosbrook as chief editor. Here are a dozen separate articles by experts—military men, scientists, and administrators—eminently qualified to relate where America stands with its space weapons and the problems it

must overcome. This is primarily "a handbook of military astronautics," but also one which contributes greatly to the public's need for wider understanding of a subject which only yesterday was a pulp-fiction fantasy . . . The Iraqi revolution, the resultant smiling posture of Soviet Russia, and the frustrated ire of Nasser point up that Mid-Eastern country as one of the danger spots of the world today. What makes this oil-wealthy Arab country and its people tick? What are its history, its economy, its society, its politics? Two British experts on that country, each with a record of long years of residence there—Brigadier S. H. Longrigg, O.B.E., D.Litt., and Frank Stokes—present a broad perspective in their book, *Iraq* (Frederick A. Praeger, Inc.; 256 pages; \$6.50). A timely volume, and an important one, especially in view of current tensions and interest.

There are two standard volumes on Southern and East Africa which we are glad once more to recommend, especially to traveling businessmen. Look for the 1959 editions of *Year Book & Guide to Southern Africa* (H. W. Wilson Co.; 712 pages, plus maps; \$3.00) and *Year Book & Guide to East Africa* (H. W. Wilson Co.; 342 pages, plus map; \$3.00). Edited by A. Gordon-Brown, F.R.G.S., the two volumes pinpoint a wealth of information on African areas covered. You can't go wrong . . . Another annual visitor, and an excellent one at that, is David Dodge's *The Poor Man's Guide to Europe* (Random House; 308 pages; \$3.50), now out in the 1959 edition. With witty illustrations by Irv Koons, this volume puts the expense-wary traveler on to the art of getting along abroad on less, without being a Scrooge about it. Dodge is an old hand at this, and his amusingly written counsel to the less-than-deluxe tourist is tantamount to money in your pocket.

David Beaty, who has already given us several novels about flying, certainly knows two things: his subject, from the inside; and how to write. His *Cone of Silence* (William Morrow & Co.; 346 pages; \$3.95), telling the story of a British jet that under given circumstances wouldn't get off the ground, is a terrific suspense story. The first time the Phoenix failed to lift, the pilot, George Cort, was blamed; it took the training pilot, Hugh Dallas, a long time to deduce that the real reason behind the jet's refusal to get airborne was that "the book was wrong." Beaty writes so vividly that the reader gets fairly dragged along towards the author's horrifying climax . . . Andrew Hepburn is a New England architect who has a deep respect for and love of the sea, which has led him to the writing of sea stories. In his novel, *Letter of Marque* (Little, Brown & Co.; 342 pages; \$3.95), Hepburn has given full rein to a swift-moving, swashbuckling tale of sailing men and privateering, deep in the War of 1812. Stockton, Hepburn's American hero, dashes from one sizzling adventure to another, pitting his skill against the British adversary, while hounded by his enemies. Good action in this one; and for devotees of blood-and-thunder sea tales, a satisfactory excursion.

The Great Oldorado (Random House; 300 pages; \$3.95) is a wov of a book, the bountiful result of a year and a half of prodigious research by Hildegarde Dolson into the first oil rush in Pennsylvania which began a century ago. Anecdotes spring from her pages with a fine irony. She spears the many figures in this colorful chapter of American—and state—history with unerring aim and highly readable irreverence. Here is an excellent meshing of a slice of industrial history with human incident, enough material for a hundred novels. This is a rarely seen slant on an area of Pennsylvania, on the people it attracted, and on a fabulous industry boom. An immensely satisfactory book . . . It had to come, and Fred Manchec, until recently an important executive of an important New York advertising agency, has done it in *The Huckster's Revenge* (Thomas Nelson & Sons; 308 pages;

\$3.95). Manchec sturdily stands up for Madison Avenue and its ways and means—mostly, that is. He answers his own cry that "it's time for somebody to yell, 'Chickey—the cops,'" and tell the story of an advertising agency "in some depth," without whitewashing the industry's soft spots. Manchec writes easily, lightly, stating his case for the agencies. There are many questions answered here, many bubbles pricked. But we suspect that *The Huckster's Revenge* will not end the debate.

In 1952, Harold Forster, an Englishman, became the first lecturer in English in Java's National University at Jogjakarta. *Flowering Lotus* (Longmans, Green & Co., Ltd.; 281 pages; \$5.75) records the enormous amount of impressions gained by himself and his Greek-born wife during their time in Java, and also on a trip they took to the demi-Paradise of Bali. The book gives an excellent picture of the customs of the Javanese today, as well as a clear outline of Java's history. Forster has a pleasantly dry sense of humor, and his skill with a camera is evidenced by the inclusion of many excellent photographs. . . . Walter Lippmann's *The Communist World and Ours* (Atlantic-Little, Brown & Co.; 56 pages; \$2.00) is a little book, but a vastly important one. The distinguished commentator on public affairs reports on his interview with Khrushchev, then goes on to analyze with cold authority the man and his words. What Mr. Lippmann suggests to the Western World to meet the formidable challenge from the Communists is *must* reading. The author is at his most brilliant clarity here. Don't miss this little giant of a book.

Michael Horbach's war novel, *The Betrayed* (Coward-McCann, Inc.; 240 pages; \$3.75), translated from the original German by Robert Kee, was well received in England, and with such recommendations it now makes its appearance in the United States. With good reason. The story concerns a small group of German soldiers, remnants of a platoon, ordered to hold a bridge with inadequate arms against the onrushing Russians—for as long as possible—while the rest of the Wehrmacht retreated. They didn't want to be heroes, but the mantle was thrust upon them by life-or-death considerations. The utter uselessness of their undeniable courage, the ultimate realization of betrayal, come through with crackling authority, none of which is lost in translation. Horbach, it is clear, sought to hit hard—and he has succeeded . . . Armchair explorers are in for a good time when they read *Who's Running This Expedition!* (Coward-McCann, Inc.; 256 pages; \$4.00), which is aptly described on the jacket as "the misadventures of a California ex-housewife in the jungles of Central America." Ruth Baus endured extreme discomfort on this singularly ill-equipped expedition to explore the upper reaches of the Coco River, nor was she fortunate in her companion. But the delight she took in the fauna and flora of the jungle, and in its primitive inhabitants, shines out of this frequently funny book in a manner to make one almost feel he has been in Nicaragua himself. Difficult to put down.

Ben Jaffe's *Key to Russia* (Crown Publishers, Inc.; 109 pages; \$2.75) may not be able to tell you all about the Soviet—who can?—but for pocket-sized guide book for travelers is as good as one can be at this date. Includes such information as tipping, use of cameras (always a question), language, itineraries, meals, hotels, etc. Concise and certainly a help to those Russian-bound . . . And, of course, there's Ben Jaffe's old standby, now in its seventh revised edition, *Key to Europe* (Crown Publishers, Inc.; 210 pages; \$2.75). Compact and thorough as ever, it covers Austria, Belgium, Denmark, Finland, France, Great Britain, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and Yugoslavia.

Two gorgeous additions to the Hachette World Albums series—the seventh and eighth, respectively—are *Paris*

(Concluded on Page 34)

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LONDON LETTER

(Continued from Page 4)

recent weeks: York, 7,500 kilos London/Milan; York, 7,500 kilos London/Copenhagen; York, 7,500 kilos London/Paris; York, 7,500 kilos London/Paris and return; Skymaster, ship spares Gothenburg/Hong Kong; Constellation, Tokyo/Stockholm; DC-6A, Nairobi/London; and Stratocruiser, textiles Rome/New York.

Most people know only too well of the disruptions to normal airline and shipping services owing to bad weather, and fog in particular. It is interesting, therefore, to notice the comment by E. A. Gibson & Co. Ltd. in a recent circular to the effect that a certain amount of business at one period related to cargo flights to various Continental destinations due mainly to delays through fog to aircraft and ships.

DRUG PRODUCER

(Continued from Page 6)

could more readily comply with a 550-pound minimum weight.

Export air shipments by his firm are made every day, he stated. Many of these consignments are under 100 pounds in weight. He made this additional point:

Those who establish developmental commodity rates must take into consideration the fact that there is an educational process involved in winning certain foreign consignees over to air cargo. This can more easily be done when lower 100-pound minimums are set and will generate far greater volume.

The carriers were reminded that this industry was among the first to turn to air cargo for the distribution of its products.

Following are the new transatlantic rates, from New York, as they appeared in the newspaper advertisement referred to by the shipper:

Commodity	Rates (Per lb.)	Min. Weight (Lbs.)	Reduction
Auto Parts, Automobiles, Agricultural Machinery	35¢ per lb.	100 lbs.	41%
Electronic Control Panels	35¢ per lb.	100 lbs.	43%
Electric and/or Mechanical Razors	35¢ per lb.	100 lbs.	36%
Lighting Fixtures	50¢ per lb.	100 lbs.	9%
Lace	35¢ per lb.	100 lbs.	41%
Adding and Computing Machines	32¢ per lb.	100 lbs.	54%
Chemicals, Drugs, Pharmaceuticals, Dyes and Resins	40¢ per lb.	550 lbs.	25%

At presstime it was learned that at least another major drug producer had registered a protest with the airlines.

FORWARDERS

(Continued from Page 14)



Delegation of Italian air freight forwarders as they arrive at New York International Airport. Left to Right: H. Vigliani; Elvezio and Gianfranco Boschetti; Aldo and Mariano Marchi. Another group from Germany and Italy later joined them.

tion; Max Freyaldenhoven, Gebr. Freyaldenhoven; Josef Hirsch, International Spedition Josef Hirsch; Karl Kirn, Karl Kirn; A. L. Koenig, Koenig Gueterkraftverkehr; Werner Kolbe, Ferd. Bochmann; Heinrich Lemmens, Spedition H. Lemmens; Mrs. Charlotte Schmidt, Otto Schmidt K. G. International Spedition; Ullrich Weiss, Dachser Spedition; Max Wienandts, Nellen & Quack Transport Gesellschaft; Paul Wohlfarth, Wohlfarth Transport K. G.

From Italy—Elvezio and Gianfranco Boschetti; H. Vigliani, Italian Freight For-

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ASC SPEEDS WHIRLEY WHIRLER

Hard on the heels of the Hula Hoop is a new fad which appears to have been inspired by some vaudeville acrobats and other stage tricksters we've seen over the years. It's called the Whirley Whirler, and according to Airfreight Service Corp., of Long Island City, New York, about 80 million of these spinning platters will be shipped to all parts of the globe. ASC recently handled the first international shipment, weighing 100 pounds, to Beirut. It was carried by Pan Am, which expects to haul tons of this commodity.



Stewardess Robin Rathbone shows how.

LACFBA ELECTIONS

New officers of the Los Angeles Customs & Freight Brokers Association: George Dwyer (Judson Sheldon International), president; S. E. Orr (American Express Co.), vice president; Erwin Rautenberg (Air-Sea Forwarders, Inc.), treasurer; John H. Nessley (Edward A. Zerwekh Co.), secretary.



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4 *Space Talk*, an exceptionally fine 15-page glossary of astronautical terms every layman will understand. A vest-pocket size booklet which you will find handy in this dazzling new Sputnik Era. Don't be baffled by such terms as hypoxia and kinematics and sateloid. Just look them up.

5 Twelve - page booklet which describes in detail Towmotor's new method of power application for fork lift trucks, called Towmostatic Drive.

6 Twenty-page photo-illustrated booklet which describes the Tote System of bulk materials handling. Cites examples of labor-saving, cost-cutting in containers and shipping, and warehouse space reduction.

7 A new folder listing Swissair's foreign destinations with weekly flight frequencies to these points from New York. Includes addresses and phone numbers of all Swissair cargo offices in the United States.

8 Six - page illustrated folder which describes the Powrworker Stacker, fork lift truck in four capacities. Includes dimensional specifications.

9 The Barrett Powerox Model PXG electric pallet lo-lift truck is fully illustrated with photos and charts in a newly issued bulletin. This truck is built in 4,000- and 6,000-pound capacities.

10 New folder describing the services of Ransa Airline, largest air freight carrier serving Venezuela. Features the airline's schedule and general cargo rates between Miami and Venezuela and other Caribbean points.

11 *The Portable Elevator for Vertical Material Handling*, a new 20-page booklet designed as a basic reference guide on portable elevators currently used in industrial materials handling. Presents in complete detail exactly what the portable elevator is and illustrates its advantages and applications. Gives helpful data on how to select them. Also reviews the various types.

12 A manufacturer offers a technical bulletin which describes a new line of storage batteries claimed to boost the work capacity of present-day electric industrial trucks by as much as 44%.

13 *Facts About the New Jet Flagships*, 16 - page booklet in color which, in simple language, explains the jet and the propjet, with special reference to American Airlines' Boeing 707s and Lockheed Electras.

14 New case history bulletin prepared by a materials-handling equipment manufacturer, showing how a food manufacturer combined hand and power equipment for efficient use in a multi-story building and saved thousands of square feet of floor space. Bulletin No. 209-1.)

15 A colorful folder describing a transatlantic airline's special service for the transportation of personal pets.

16 Lufthansa German Airlines has a limited supply of a back number (though still valid) directory of the *Buyer's Guide for German Imports and Exports*, a 370-page hard-cover book, which it is willing to offer free to qualified individuals in international trade.

17 A manufacturer of materials-handling equipment offers a new Users Report which shows how a major manufacturer saved dollars through the proper application of its narrow-aisle lift trucks.

18 Descriptive bulletin of a hydraulically-driven walkie fork truck which handles pallets in aisles that are narrower than the diagonal of the pallet.

19 Handy brochure which underlines the advantages of shipping via Air Express. Includes a table which provides typical examples of savings over other types of air-shipping services.

20 Here is a new four-page bulletin which describes and illustrates a new electric walkie stacker specifically designed for narrow-aisle operations. This fork-lift truck has a capacity of one ton. (Bulletin 911.)

21 Literature on an all-purpose cushioned shipping bag reportedly 50% lighter in weight. Included are case histories showing this bag's various applications.

22 A 12-page brochure covering the performance, construction and maintenance of the new Hyster Challenger 60, 70, and 80 pneumatic tire lift truck. Capacities range from 6,000 to 8,000 pounds at 24" load center.

23 Fully illustrated circular describing complete operating and maintenance features of Lewis-Shepard Products' new Model H electric fork lift truck, offered in capacities of 1,000 to 2,500 pounds.

24 Here is something you need in your shipping room—an Air Cargo Service Selection Chart, in color, which is a quick reference indicator as to the most economical door-to-door air shipping service. Compares economies of air parcel post, air express, and air freight. How many do you require?

25 Information on a new line of lightweight reusable vulcanized fibre shipping containers for the transportation of delicate instruments and equipment. Recommended for six classifications of equipment.

BOOKS

(Continued from Page 32)

(Hastings House; 176 pages; \$6.50) and *Austria* (Hastings House; 128 pages; \$4.75). The black-and-a-white and color photographs in both books are outstanding, capturing the many subjects in each area with rare clarity and beauty. In the volume on the French capital, the pictures delve deeper into the spirit of the people. The effect is arresting. Nevertheless, the quality of *Paris* and *Austria* is on a par. *Paris* was edited by Jacques de Lacretelle, with photos by Jacques Boulass, and historical and archaeological notes by Georges Monmarché; and *Austria*, edited by Jean Mistler, with photos by Jacques Legros and Ervin Marton, and geographical, historical, and archaeological notes by Francoise Le Morvan.

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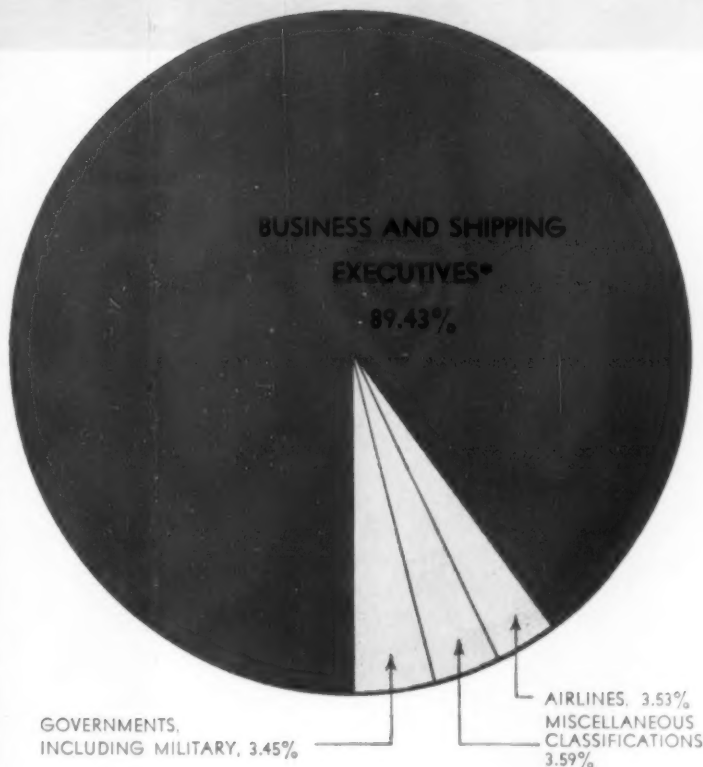
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